

# *The American* **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA



Volume 21  
Number 12

DECEMBER, 1953

25c. a copy  
\$2 a year



**12 GREAT  
PROFIT  
BUILDING  
CAMPAIGNS**

# International's "PROMOTION of the MONTH"

**Here are the 12  
FEATURED PRODUCTS**  
one for each month  
of the year

- Hot Fudge Sauce Cake
- Cherry Pie
- Emerald Isle Candy Cake
- Black Bottom Pie
- Lady Orchid Cake
- Sunny Peach Pie
- Stars 'n Stripes Candy Cake
- Chocolate Cream Pie
- Boston Cream Pie
- Pumpkin Pie
- Raisin Nut Pie
- Black Mirror Cake

● Here is a bakery promotion that will boost your sales, not for just a few days, but for an entire year! It offers a complete and different merchandising campaign for *every* month of the year. Thousands of bakers are already profiting through its use.

● **OVER 250 COLORFUL DISPLAY PIECES**  
Every one of the twelve promotions includes sufficient display material and other merchandising aids to conduct a full-scale campaign.

● **FORMULAS BY THE NATION'S EXPERTS**  
Cakes and pies by W. E. "Bill" Broeg and Monroe Boston Strause.

● **NEWSPAPER PUBLICITY SUPPORT**  
Publicity stories on the featured products are run in the food section of leading newspapers. Housewives are urged to patronize their local bakeries and buy the featured pie or cake.

● **ALL YOURS AT NO EXTRA COST**  
The "Promotion of the Month" is yours at no extra cost with the purchase of Velvet Cake Flour. Or, you can subscribe to it for only \$5.00. If you have not yet sent for this profit-building service, fill out and send in this coupon today.



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MILLING COMPANY

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Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

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it's

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- ★ faster pan proofing time
- ☆ better loaf symmetry without wild breaks or rough shred
- ★ added softness

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THE *Panplus* COMPANY

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Toronto, Canada



# The American Baker

Published Monthly for the Bakers of America by

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Staff of Life"



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KANSAS BEST  
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6,500,000  
Bushels  
Country and  
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THE WORLD'S MOST MODERN

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1000 cwt. Flour—250 cwt. Meal

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**Exceptional Bakery Flours**

**NO-RISK EX-HI NO-RISK PLA-SAFE**

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ABILENE, KANSAS

Capacity 3,000 Cwts. Daily

Grain Storage 1,800,000 Bus.



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**BEMARON** comes in four beautiful pastel shades — pink, blue, green and yellow — as well as white.

Bemis **BEMARON** is stronger, weight for weight, than cotton fabric. Your brand can be billboarded on Bemis Band-Label, or printed on the bag with special Bemis Lustre Inks.

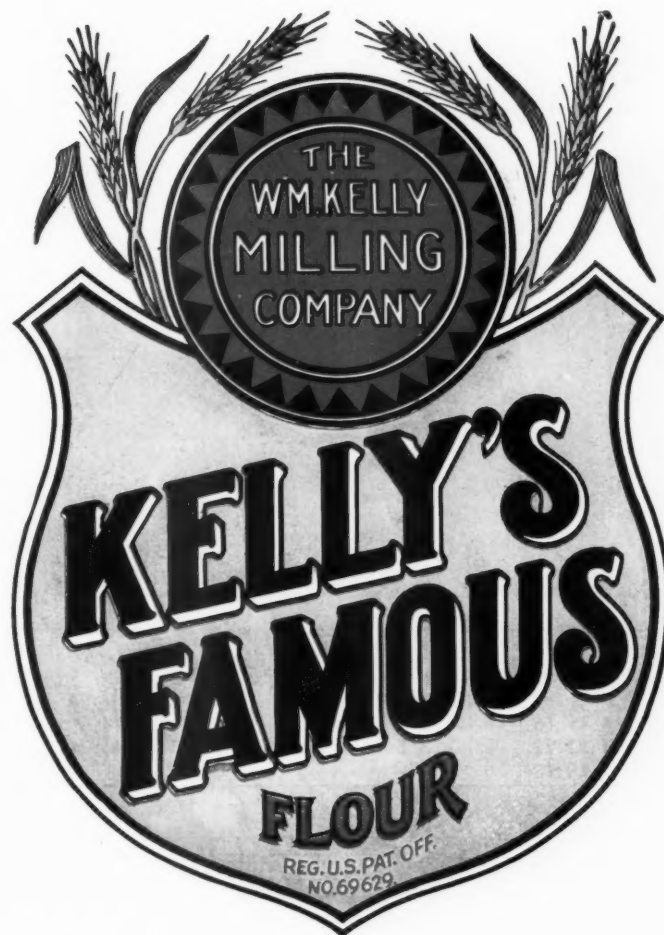
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**HUTCHINSON, KANSAS**

Capacity 5,000 Sacks

Grain Storage 1,000,000 Bus.



1882 *Russell-Miller Milling Co.* 1954

1954

<i>January</i>							<i>February</i>							<i>March</i>						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20
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<i>July</i>							<i>August</i>							<i>September</i>						
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11	12	13	14	15	16	17	8	9	10	11	12	13	14	12	13	14	15	16	17	18
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10	11	12	13	14	15	16	7	8	9	10	11	12	13	5	6	7	8	9	10	11
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							28	29	30					26	27	28	29	30	31	

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ARE  
AVAILABLE  
FROM YOUR  
RUSSELL-MILLER  
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FULPRINT BAGS give YOU a container that's better looking — stronger, and most important — a container that sells your products! Get the complete FULPRINT story from your nearest Fulton Branch.

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for your  
customer's  
RE-USE**

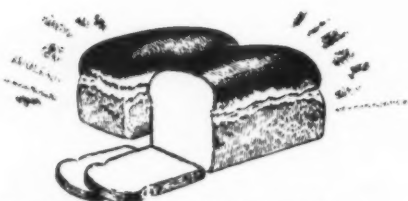


**Fulton BAG & COTTON MILLS**

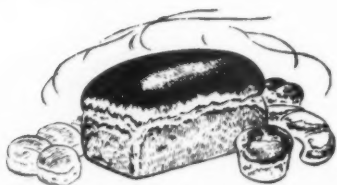
ATLANTA • ST. LOUIS • NEW ORLEANS • DALLAS • LOS ANGELES • DENVER • MINNEAPOLIS • KANSAS CITY, KANS. • NEW YORK CITY • SAN FRANCISCO • PHOENIX • WINTER HAVEN, FLA. • SAVANNAH

# Maplesota

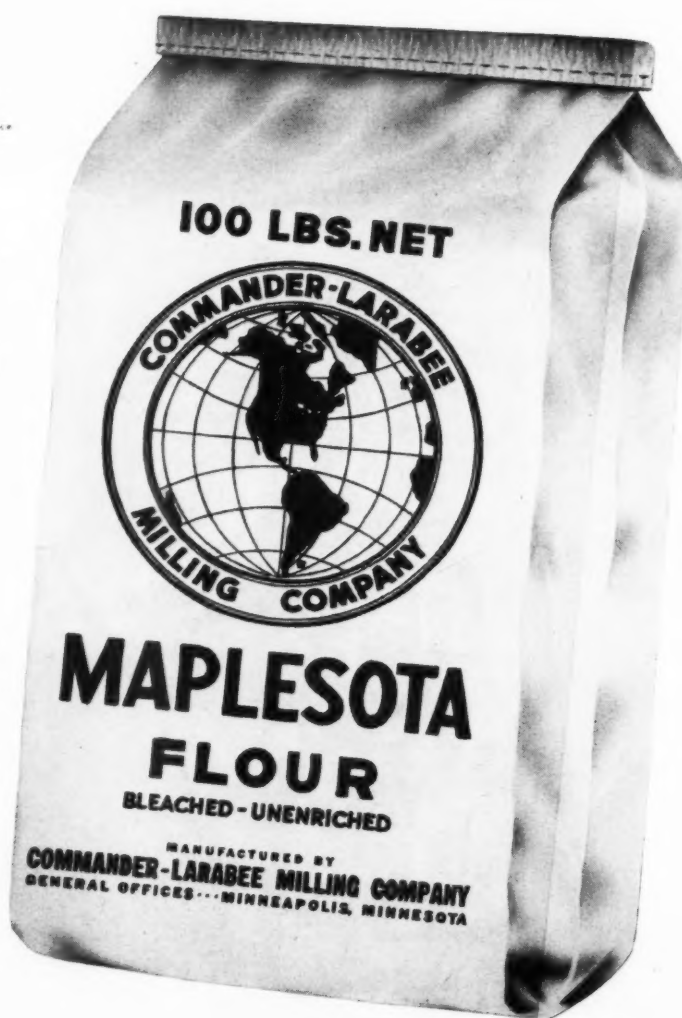
**A SUPERIOR FANCY SHORT PATENT SPRING WHEAT FLOUR**



Makes appetizing, fine-textured, silky loaves with a brilliant white crumb color.



Gives your baked goods that delicious flavor, taste and aroma that brings customers back again and again.



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M I L L I N G   C O M P A N Y

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA



# Editorial . . .

## To Raise or Not to Raise?

**I**N OUR news column you will see a statement that over the past six months the price of animal-type shortenings has almost doubled and the price of some baker's flours has gone up nearly one dollar a sack.

When these things happen in the face of falling prices for the farmer it clearly points up the fact that the baking industry, although the farmer's biggest customer, does not benefit by falling prices at the farm but rather suffers with him in the rising cost of labor, distribution costs and the price he has to pay for his ingredients.

Roughly, you might figure that a price increase of one dollar a sack in the price of bakers flour can make each loaf baked cost  $\frac{1}{8}$ ¢ more. The average profit at wholesale on a 1 lb. loaf of bread is about  $\frac{1}{2}$ ¢, so it is easy to see how much trouble the industry can be in with all costs inching upward.

The price of ingredients has not taken the heavy jump described in the first paragraph in all markets, but the future may see the same situation possible all over the country.

A 1¢ increase at retail on bread is about a 5% price boost; heretofore automobile makers have been able to raise their prices on cars by 10% and no one cared. When bakers raised their prices by 5% there were newspaper articles about buyers strikes, home baking, huge profits and all the rest—we and others suggested that bakers and those concerned with the baking industry publicize the fact that this was only a minor raise and that bread was still the best food value in the nation's diet. After a few weeks volume went back up and the price was paid without comment.

At the present time, however, bakers may be driven to a price increase when some other prices are falling. The industry is rightfully worried about consumer resistance under these circumstances.

Can any development more forcefully point up the need for the education of the baking industry's consumers, so they will realize that bread is still basic?

Even though baked products are one of the

nation's most staple foods, picked up almost casually by the shopper and almost always a part of her shopping list, this very casualness can work to the baking industry's disadvantage. The housewife may not attach enough importance to such a casual staple; she may accept her neighbor's statement that "bread is up again—it's so high now that I might even start baking at home" as fact.

The industry has many things to consider in calculating a price raise. After determining the percentage ingredient cost increase, adding the labor cost increase with its 7% rise over last year, adding the per-hour breakdown of fringe benefits, keeping track of the constantly increasing cost of distribution, the baker still must worry about what the price increase will do to his sales for the next quarter.

How can consumer resistance develop over bread and baked foods, our best food value? Why will the average consumer complain bitterly over a 3% increase in his electric bill yet not turn a hair over a dollar a fifth boost in bourbon prices or a nickel-a-pack hike in cigarettes?

If bread were a luxury the industry might fare better, you say? Perhaps, but you could hardly expect to sell 40 million loaves a day if bread were a luxury.

The industry seems to agree that the answer lies in consumer education. The major trade associations are spending much of their budgets on this phase, the burgeoning Royal Order of Loyal Loafers is recruiting thousands pledged actively to promote the baking industry, doctors and nutritionists are beginning their climb over the fence, progress is being made all along the line.

Are you doing your part to promote the product which makes a comfortable living for you? All these organizations will be glad to suggest ways for you to help, because they realize their earnest efforts amount to little without your help.

Fifteen minutes a day would yield tangible results in your community.

Why not pledge your coffee hour to the baking industry?

## Not Much of a Recession

**I**F WE can continue the already established pattern of "rolling readjustments" in difficult spots (the quoted term seems to be borrowed from the sports page's "rolling with the punch"), not much of a recession lies immediately ahead of us. This is the assurance of Harry Bullis of General Mills as it came over the air the other day in a radio address. His general conclusion was that 1954 should be a good year, about on the order of 1952 but not quite so good as 1953—down about 5% perhaps—but nevertheless "a year of satisfaction to us all and high employment and output as well."

As for a depression on the 1929-1933 model, Mr. Bullis thinks no such thing is possible. He reasons from the present liquidity of banks, government insurance of deposits, old age pensions, unemployment compensation, the high level of savings, long-period mortgages with monthly amortization payments, and industry generally in a reasonably liquid position. Added to all these safeguards is what is called "the automatic built-in flexibility of the American tax structure." This means that when there is a decline in business earnings, that decline is greatly cushioned by the reduction in federal income taxes which must be paid. For business men who are subject to progressively high rates, a reduction in income is accompanied by an even more rapid decline in taxes.

Growth in population is emphasized as another optimistic factor. In the last two decades 32 million new consumers have come on the scene and their impact upon the economy is now reaching maximum intensity. Basic farm problems are not yet solved, but, comments Mr. Bullis, "figures published a short time ago show that prices of agricultural products as a whole are now averaging 91% of parity."

Mr. Bullis takes comfort in governmental aptitude for defending the economy against recession. "I believe," he says, "that President Eisenhower and his advisors are working on the theory that the best defense against recession is quick action. The administration has been abreast of the situation, and there is no reason to conclude it would fail in attempting remedial measures were they at any time warranted."

Concluding philosophy, quoted from Mr. Bullis' script: "Any forecast is made difficult because one can never judge the psychological attitude of the public which can become so fearful as to create the dangers which it fears. Most people agree that there is no reason for rolling readjustments to get out of hand; but the disturbing factor is the psychological attitude of the business public as it surveys the process. It is inclined to forget that a trend toward a balanced budget and a sane economy is basically sound."



**ATTACK ON SUGAR QUOTA:** The Industrial Sugar Users Group, which includes the American Bakers Assn. as a member, has requested a sugar quota for 1954 of 8,565,000 short tons, raw value. The ABA has attacked the present quota program as "disastrous" and resulting in a 30-year high in sugar prices. Sugar producers, on the other hand, say prices are not yet high enough.

**Details on page 10**

**FOOD PRICE INQUIRY:** A Senate Agriculture Committee staff group will check into the so-called spread in food prices between what the housewife pays and what the farmer receives in the market. A recent U.S. Department of Agriculture report states that farmers are receiving 2¢ less of the consumer's food dollar this year compared to 1952 and less than he has received since 1941. There is widespread belief, however, that comparisons involving the consumer's food dollar can be misleading.

**Details on page 10**

**LABOR COST RISES:** The average weekly paycheck for bakery production workers rose 7% during the latest one-year report issued by the government. This amounts to \$4.36 a week. The latest report states that weekly wages of production employees is now \$65.83, compared with \$61.47 a week one year ago. Hours worked per week showed little variation.

**Details on page 11**

**DEDUCTION GOES UP:** Beginning Jan. 1, contributions made to the Federal Old Age Benefit (Social Security) fund will be increased to 2% on the first \$3,600 earned by an employee. Both the employer and employee will pay the increased percentage, currently 1½%.

**Details on page 11**

**FLOUR PRICES DOWN:** With wheat costs somewhat lower and millfeed markets stronger, flour prices were down 15¢@30¢ sack at the start of December as compared with a month earlier. Government plans for helping move more wheat into export channels emphasized the surplus supply situation, while the price support program continues to dominate the price stabilizing side of the market.

**Details on page 14**

**WAR ON SPECIAL OFFERS:** The Virginia Bakers Council, Inc., is waging a determined campaign to discourage the collection of bread wrappers, labels, bands or end seals by consumers in exchange for an offer of some kind. The group's resolution calls such acts "unfair competition." The practice of offering albums or other similar media for collecting wrappers, etc., was also deplored in the resolution.

**Details on page 39**

**DON'T MISS:** Bakery packages can't talk but nevertheless, they tell a story. They tell the customer what you think of your own product. They tell the customer how highly you regard her own good taste. The good bakery package must fulfill four accepted functions. What these are and how they can be fulfilled is outlined in clear-cut language in an interesting article by Howard D. Whitney, sales manager, Rapinwax Paper Co., in this issue of The American Baker.

**Details on page 58**

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## Sugar Users Condemn Quota Policy, Ask for 8,565,000 Tons

WASHINGTON—On Nov. 16, the American Bakers Assn., at the annual hearing held by the secretary of agriculture, requested a sugar quota for 1954 of 8,565,000 short tons, raw value.

This request was joined by all other members of the Industrial Sugar Users Group in their joint statement on sugar quotas. The industrial users' recommendation was based on the various factors which the secretary of agriculture is required to consider in setting the quota, the ABA pointed out in a recent bulletin.

Of this quantity the baking industry is expected to require the largest percentage, amounting to 1.3-1.4 million tons. The sugar producing groups, on the other hand, insisted on lower quotas because sugar prices to consumers are not yet high enough. They did not recommend a specific quota to the secretary.

Joseph M. Creed, counsel for ABA, in his statement termed the present program of the secretary "disas-

trous" and resulting in a 30-year high in sugar prices. The policies of the Sugar Branch which guide the secretary in his determination were strongly criticized for their failure to make adequate provision for consumer requirements.

"Each year we have observed an increasing tendency on the part of the secretary of agriculture, presumably acting on the recommendation of the department's Sugar Branch, to minimize that part of Section 201 requiring that the quota be established to provide sugar at prices which will not be excessive to consumers and increasingly to use the leverage afforded by the discretion invested in the Secretary of Agriculture to push the price level ever higher, Mr. Creed said.

"This attitude reached an extreme in the setting of the quotas both for 1952 and 1953 by the predecessor of the present secretary, who set the quota several hundred thousand tons below his estimate of requirements to serve as a price stimulus."

## Another Price Spread Study Announced

WASHINGTON—The staff of the Senate Agriculture Committee has been ordered to begin a study of so-called spreads in food prices between what the housewife pays and the farmer receives, Sen. George D. Aiken (R-Vt.), chairman, recently announced. In a recent release, the U.S. Department of Agriculture states that for the first eight months of this year the farmer's share of the consumer's food dollar averaged 45¢; that this is 2¢ less than in 1952 and the lowest share since 1941, but substantially higher than in pre-World War II years.

The Grocery Manufacturers of America have prepared an analysis showing that a 6¢ drop in the farmer's share of the retail food dollar between 1945 and 1952 is accounted for by: The ending of special Government price control subsidies; higher wage costs; increased transportation costs. The survey further points out that in part these cost increases have been absorbed by food processors and distributors.

It has been pointed out by others that comparisons of farm prices in terms of percentages of the consumer's food dollar are inherently misleading because bakery products and other processed foods represent not only farm commodities but many functions and services demanded by consumers, the Associated Retail Bakers of America said in a recent bulletin.

## CURTISS H. SCOTT NEW BAKING EXPOSITION HEAD

CHICAGO—Curtiss H. Scott, Grocers Baking Co., Louisville, Ky., has been elected chairman of the 1955 Baking Industry Exposition committee. The committee is composed of members of the American Bakers Assn. and members of the Bakery Equipment Manufacturers Assn.

Mr. Scott replaces J. Roy Smith, Smith's Bakery, Mobile, Ala., who resigned as chairman, due to press of personal business. The election was held at a meeting following the ABA convention in Chicago.

The committee went over many important policy matters relating to the exposition, which will be held at Atlantic City, N.J., starting Oct. 1, 1955.

Members of the committee representing ABA are: Karl E. Bauer, Liberty Baking Co., Pittsburgh; E. A. McLaughlin, Ward Baking Co., New York; Gerard R. Williams, Williams Baking Co., Inc., Scranton, Pa.; E. E. Kelley, Jr., president of ABA, ex-officio, and Harold Fiedler, ABA secretary, secretary-treasurer.

Representing BEMA: Benson Littman, Ekco Products Co., Chicago, vice chairman; Claude Bryson, Baker Perkins Co., Saginaw, Mich.; John E. Morrill, Union Machinery Co., Joliet, Ill.; J. U. Lemmon, Jr., Doughnut Corporation of America, New York, BEMA president, ex-officio; Raymond J. Walter, New York, BEMA executive secretary, assistant secretary-treasurer.

## W. E. Long Co. Plans New Ad Program

CHICAGO—Appetite appeal will be used to promote the sale of bread in a new advertising and merchandising campaign now being offered by the W. E. Long Co., Chicago, to independent wholesale bakers not affiliated with any group promoting a common brand name. The plans were announced by E. E. Hanson, president.

Novel printing and transcription methods make it possible for each bakery to feature its own package and trade name at the same time getting the benefit of mass production economies on advertising preparation, and national-scale quality in finished newspaper, poster, point of sale, radio and television advertising, it was claimed.

According to Mr. Hanson's announcement, the program is designed to give the independent baker, with his private brand, an advertising and merchandising program comparable

in scope and quality with the best major campaigns in the industry.

A large invited audience of independent bakery owners and managers previewed the program at a special presentation in Chicago recently. The Long company reports a favorable response and has begun full scale preparation of advertising materials for all media.

## RISING COSTS DRIVE BREAD PRICES UP IN OMAHA AREA

OMAHA—Bread here is going up 2¢ a loaf.

Harold LeMar, vice president of the P. F. Petersen Baking Co., announced the price rise for Peter Pan bread. Omar, Inc., announced it would make a similar price increase.

Other major bakeries in Omaha and Council Bluffs indicated they also will hike prices.

The increase will make the price of bread to the consumer 22¢ for a 20-oz. loaf. The new wholesale price will be 18½¢.

The last general bread price hike here came in November last year, when major companies raised their price 1¢.

Increases in material and labor costs are responsible for the latest increase, Mr. LeMar said. "Since June 1, the price of shortening has nearly doubled and flour has gone up nearly \$1 a sack," Mr. LeMar said. "Our union contract represents a 10% increase in labor costs."

## OMAR TO EXPAND PLANT

OMAHA—Omar, Inc., received a building permit Nov. 25 for a \$30,000 addition to the present bakery building at 45th and Nicholas Sts.

The 88 by 50 ft. building will be erected at the southeast corner of the present structure. It will be of concrete block lined with cork. The building will be used for cold storage and for experimenting with freezing bakery products, a company spokesman said.

## S. P. STALLWORTH HEADS ERTL-PITT BAKERIES

PITTSBURGH—S. P. Stallworth, president, Ertl Baking Co., has been named president of Ertl-Pitt Bakeries, Inc., a new corporation which has acquired the properties and business of the former Pitt Bakeries of West End, Pittsburgh. Other officers named were A. W. Remensnyder, vice president; J. L. McCain, vice president, and R. Glenn Ashman, secretary-treasurer.

The new corporation, according to Mr. Stallworth, plans to greatly expand the home bakery routes operated by Pitt Bakeries. Production from the Pitt plant will be transferred to Ertl Baking Co. on the north side, Mr. Stallworth said.

"By adding the business volume of the former Pitt Bakeries to the production at Ertl," Mr. Stallworth said, "we expect to operate on an around-the-clock schedule, six days a week, thereby expanding service to restaurants, hotels, and institutions."

## \$45,000 BAKERY FIRE

MILWAUKEE—Pete's Home Bakery, operated at 818 East Chambers St. by Peter Pfaff, suffered an estimated \$45,000 damage in a three alarm fire which swept the building Nov. 21. Fire, according to firemen, was caused by oversized fuses which permitted motors of baking machinery to overload an electric circuit.

## Baking Industry Employment Rolls Continue Upward

WASHINGTON — The number of employes in the bakery products industry averaged 313,790, with salaries and wages of \$1,094,459,000 during 1952, according to the Annual Survey of Manufactures by the Bureau of the Census. Comparative figures for 1951 were 305,823 and \$1,016,303,000.

The number of production workers averaged 197,235, with total man-hours of 409,204,000 and wages totaling \$597,056,000. For the preceding year the figures were 194,794; 406,711,000; and \$554,028,000.

For bread and other bakery products (exclusive of biscuits and crackers), the comparative figures for 1952 and 1951 were as follows: average number of employes, 264,519; 257,951; salaries and wages, total, \$940,982,000, \$869,031,000; number of production workers, 158,272, 156,032; production man-hours, total, 330,856,000, 328,359,000; production wages, total, \$485,423,000, \$448,022,000.

For bread-cake-pie bakers, the increase in the number of production workers was 1.4 per cent; in production man-hours, 0.07 per cent; and in wages, 8.3 per cent.

Value added by manufacture was \$1,965,075,000 for the combined industry, against \$1,810,106,000 the year before. For the bread and other products branch it was \$1,572,270,000, against \$1,454,504,000.

## NORTHWEST PRODUCTION CLUB WILL MEET DEC. 8

MINNEAPOLIS — Milk and milk products will form the topics at the Dec. 8 meeting of the Northwestern Production Men's Club which will be held at the Hasty Tasty Cafe, Minneapolis.

Raymond W. Mykleby, supervisor of laboratories, Land O'Lakes Creameries, Inc., will talk on the "Use of Milk Solids in the Bakery." Don Bremer, Borchart's Milk House Bakery, and John Schuster, Emrich Baking Co., will represent the retail and wholesale bakers who will comprise a panel with Mr. Mykleby.

At the November meeting of the Northwestern group 117 bakers and allied tradesmen attended and heard M. Thomas, Swift & Co., Chicago, discuss "Emulsifiers, Tenderizers and Softeners." A question and answer period followed, after which Martin Olson, Bungalow Bakery, St. Paul, and Thomas Williams, Red Owl Bakery, Hopkins, Minn., summarized the discussions for the retail and wholesale bakeries, respectively.

Ed Scharf, program chairman, introduced the speakers.

## CHICAGO PIE COMPANIES ELIMINATE SWING SHIFT

CHICAGO — The five major pie companies in Chicago have eliminated the "swing shift" and shut down Wednesdays. Spokesmen for the companies said they had found it "too expensive" to hire swing men for the sixth day of work after regular driver-salesmen had gone on a five-day week last March. The five firms bake an average of 175,000 pies daily.



## Increase in Social Security Tax Set for Jan. 1

WASHINGTON—Federal Old Age Benefit (Social Security) contributions will be increased to 2% on the first \$3,600 earned effective Jan. 1, 1954. The increase from 1½% applies to both employee and employer.

Self-employed persons making such contributions will have their percentage increased to 3%. The cancellation of increased contributions may be approved by Congress after it convenes.

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## TRI-STATE BAKERS SHIFT 1954 CONVENTION DATES

NEW ORLEANS—Following a recent meeting of officers and convention program committeemen of the Tri-State Bakers Assn. in New Orleans, Andreas F. Reising, Sunrise Bakery, Inc., president of the organization, announced that the 1954 convention dates have been moved back one day, so that the assembly will be held Feb. 2-4 in New Orleans, with headquarters at the Jung Hotel. Room reservations are to be handled direct with the hotel.

New Orleans is the winter sports' capital, and should lend itself well to entertainment of guests from the Tri-State area and many sections of the country, Mr. Reising pointed out. In previous years, the convention has been held during April.

Tuesday will be devoted to registration, while Wednesday, Feb. 3, the first general business session will be held in the morning. That afternoon and evening, the allied trades of the Tri-State Bakers Assn. will sponsor a sports' party, buffet supper, and dance at the Lakewood Country Club. The morning session Feb. 4 will be devoted to retailers, under the direction of Ray Rutland, Rutland's Bakery, Birmingham, Ala., president of the Retail Division. This will be followed by a general session, opening at noon with a luncheon for wholesale and retail bakers and allied men. That evening, guests will be entertained at a cocktail party in honor of the president, following which the annual banquet will be held.

Mr. Reising urged bakers and allied men to make their room reservations early, writing direct to the Jung Hotel, 1500 Canal Street, New Orleans, La. The group also announced the 1955 convention dates: Feb. 6-8.

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## GEORGE B. SMITH, RETIRED BAKERY EXECUTIVE, DIES

NEW YORK—George Byron Smith, who retired in 1927 as president of the Ward Baking Co., and chairman of the Continental Baking Co., died at this home here, Nov. 15, at the age of 87.

Mr. Smith had a colorful career. His formal education ended when he was nine years old, his father, a seafaring man having drowned, leaving his mother to raise three small boys on rugged Cape Sable Island, Nova Scotia. Young George then went to sea, beginning as a cook's helper.

Coming ashore after eight years, his variety of jobs until 1907 included farming, ladder manufacture, working for an ice company and forming one in Boston. He also at various

On behalf of the officers, members of the board of governors and the staff of the American Bakers Assn., we extend sincere wishes to all members of the baking industry for a happy and prosperous New Year.

We believe our industry made progress in 1953, in its campaign to build to higher levels of quality and service.

We are confident that still more progress will be made in 1954 in the industry drive to create a greater knowledge of the benefits of bakery foods, and to build an increasing demand for those products.

Our goals can be met through the energetic support of all industry campaigns by the entire industry—bakers, bakery associations and the allied trades. We are confident that that support, good as it was in 1953, will be even greater in 1954.

Lewis G. Graeves, Chairman; E. E. Kelley, Jr., President; Harold Fiedler, Secretary

## American Bakers Association

times, owned a livery stable, was a street car conductor, sold securities for the first issue of telephone stock and was a 168-lb. semi-professional prize fighter who never lost a fight nor missed teaching his Bible classes for young men on Sunday.

Mr. Smith's first connection with the baking industry was in 1907 when he worked as salesman for the Ward-Corby Co., Boston, from which developed the Ward Baking Co. In 1915 he was one of the principals in forming the Purity Baking Co. of St. Paul, and later of the United Bakeries Corp.

In 1924 he joined with several persons in purchasing the Ward Baking Co.

Funeral services were conducted by his friend and well-known minister, Dr. Ralph W. Sockman, Christ Methodist Church, New York.

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## E. J. SPERRY ANNOUNCES THIRD BREAD SALES SCHOOL

CHICAGO — The third annual bread sales school, sponsored by E. J. Sperry of Sperry Industrial Publications, will be held at the Hotel Belmont here Feb. 2-4. The school will stress different subjects than the first two schools.

Designed for bakery owners, plant managers, sales managers, bread sales supervisors and office managers, the course is expected to provide new information on how to combat rising distribution costs, increase business on routes, and service supermarkets.

Registration fee, which includes luncheons on all three days, will be \$106.75. Hotel reservations are not included; they should be made at the Hotel Belmont by the bakery concerned, Mr. Sperry said, or by contacting him early.

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## ABA BRANCH SELECTS INTERIM COMMITTEE

CHICAGO — A new committee of the Young Bakery Executives branch was appointed on the final day of the American Bakers Assn. annual convention here recently.

Richard O. Worland, Dietzen's Bakeries, Kokomo, Ind., is interim chairman. Others are Gerard Williams, Jr., Williams Baking Co., Scranton, Pa.; Julian Hexter, Columbia Baking Co., Atlanta, Ga.; Herb Dörner, Heine-mann's Bakeries, Chicago; Louis

Gardner, Gardner Baking Co., Madison, Wis.; Frank A. Freihofer, Freihofer Baking Co., Albany, N. Y.; Joseph Baldrige, Baldrige Bakeries, Lubbock, Texas; H. F. Kleindienst, Standard Brands, Inc., New York City, and Ray Maloney, Ekco Products Co., Chicago.

The Young Executives committee will hold a meeting in February, 1954, at which a chairman will be elected.

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## CHICAGO BAKERS CLUB DIRECTORS NOMINATED

CHICAGO—The nominating committee of the Bakers Club of Chicago has announced the following nominations for two-year terms on the board of directors:

E. H. Goldsmith, Bakers Associates, Inc.; Alfred W. Koss, American Bakeries Co.; Stanley A. Kretzman, Elgin Foods, Inc.; Fred W. Nicolai, Anheuser-Busch, Inc., and John W. Ream, Wagner Baking Corp. All are from Chicago.

C. G. Hill, Continental Baking Co., Chicago, immediate past president, will serve ex-officio as a member of the board for one year. The club year ends Jan. 27.

Members of the nominating committee are: C. J. Regan, Interstate Bakeries Corp., chairman; Franklin J. Bergenthal, Bergy Materials, Inc.; C. J. Burny, Burny Bros., Inc.; Paul E. Clissold, Baking Industry magazine; Robert J. Rick, Eagle Baking Co., Inc.; and E. J. Sperry, E. J. Sperry Industrial Publications, all of Chicago.

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## DRIED EGG PRODUCTION UP SHARPLY OVER 1952

WASHINGTON — Dried egg production during October totaled 1,144,000 lb., compared with 758,000 in October last year and the 1947-51 average of 1,180,000 lb., according to the Agricultural Marketing Service.

October production consisted of 308,000 lb. dried whole egg, 468,000 lb. dried albumen and 368,000 lb. dried yolk. Production during October last year consisted of 198,000 lb. dried whole egg, 395,000 lb. dried albumen and 165,000 lb. dried yolk.

Frozen egg production during October totaled 6,223,000 lb., compared with 4,824,000 lb. in October last year and the 1947-51 average of 3,562,000 lb.

## Production Labor Costs Up 7% in Year, Census Says

WASHINGTON — Average weekly payrolls for baking industry production workers went up \$4.36 or 7% during the year ending in August, the Census Bureau's labor statistics unit reports. Earnings of production and non-supervisory workers for the month of August were \$65.83, compared with \$61.47 in the same month of 1952. Hours worked were 41.4 and hourly earnings \$1.59 compared with 41.9 and \$1.47 last year.

The figures include workers in biscuit and cracker plants as well as those making bread, cake and pie. Separate statistics are provided for the two groups. For bread and other bakery products, the August figures were \$67.39, 41.6 and \$1.62. For biscuits, crackers and pretzels the figures were: \$59.02, 40.7 and \$1.45.

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## ILLINOIS BAKERS' GROUP NAMES WALTER CARAKER

BENTON, ILL.—Elected chairman of the Southern Illinois Bakers Production Club at the November meeting held at the Franklin Hotel here was Walter Caraker, Bunny Bread Co., Anna. Other officers named are: Jacob Eisenhauer, Theobald's Bakery, DuQuoin, first vice chairman; L. T. Jones, General Mills, Inc., Springfield, second vice chairman; M. B. McClelland, secretary of the Illinois Bakers Assn., secretary-treasurer. Chairman of the nominating committee was Ora Davis, Davis Pastry Shop, Anna.

Jan. 19 was set as the date for the next meeting and the Franklin Hotel, Benton, has been tentatively selected as the meeting site.

The November program consisted of the film, "Land of Everyday Miracles," presented by J. J. McCarthy, Standard Brands, Inc., St. Louis, and the film, "Associated Retail Bakers of America Convention at St. Louis," presented by Ferd P. Meyer, Anheuser-Busch, Inc., St. Louis, Mo.

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## PAUL S. WILLIS REELECTED TO HEAD GROCERY GROUP

NEW YORK—Paul S. Willis, president of Grocery Manufacturers of America, Inc., was reelected and seven other 1952-53 officers were continued in various association posts for the coming year by vote of the membership in executive session at the close of the recent 45th annual meeting in New York City.

Voted in as first, second and third vice presidents, respectively, were Joel S. Mitchell, president, Standard Brands, Inc.; Paul S. Gerot, president, Pillsbury Mills, Inc., and W. H. Vanderploeg, president, Kellogg Co.

## BAKERIES' AID TO HANDICAPPED WINS AWARDS

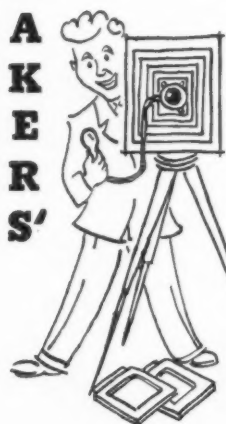
ST. LOUIS — Awards were presented to the Kroger Co. and the Walter Freund Bread Co. at the Goodwill Industries' annual dinner recently. They were honored for their contributions during the last year toward the employment of handicapped people.



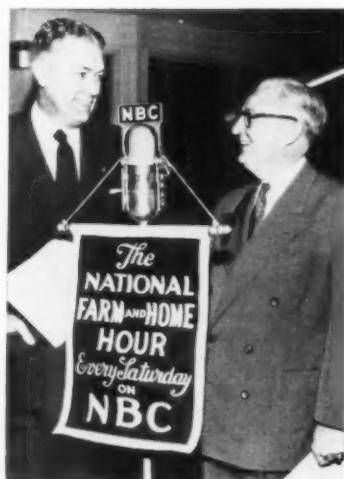


**NEW QUARTERS**—About Feb. 1, 1954, the American Machine & Foundry Co. will occupy part of the 28-story air-conditioned building (shown above) at 261 Madison Ave., New York. Since the firm is the largest tenant, the building will be named the "AMF Building," and its tower will bear the company's trademark. Consolidation of offices will include the transfer of executive offices from 511 Fifth Ave., as well as the bakery division, public relations and advertising departments, and administrative units.

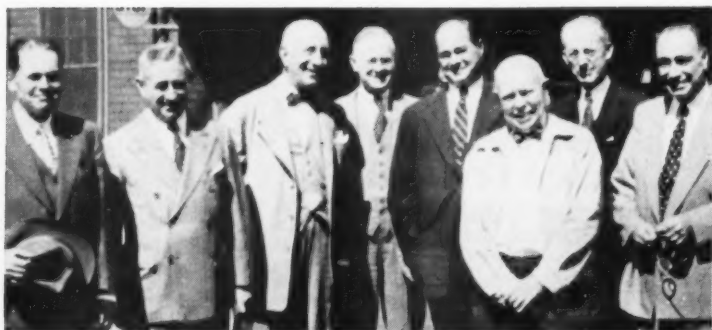
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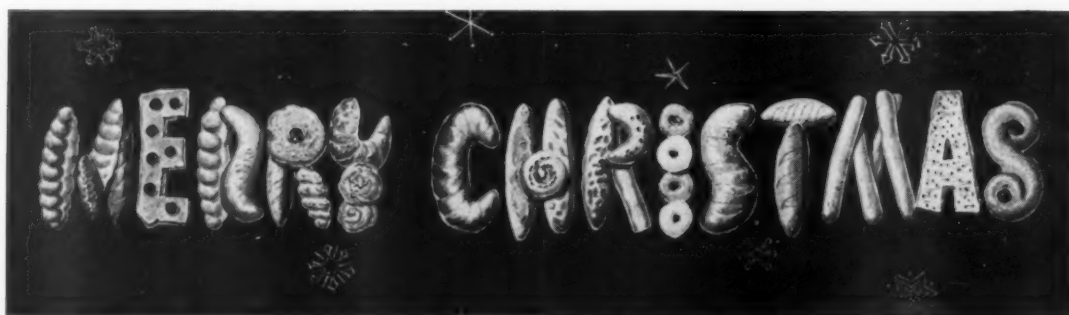
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**INTERVIEW**—E. E. Kelley, Jr., left, president of the American Bakers Assn., was interviewed recently by Everett Mitchell on NBC's National Farm and Home Hour. In reply to Mr. Mitchell's questioning, Mr. Kelley explained that "People don't get fat from eating one food. They gain weight when they eat too much of everything. Doctors say all basic foods are needed in the diet—including the reducing diet. The average slice of bread has only 63 calories—less than an orange or a cup of buttermilk. To lose weight the total intake of all foods is what needs trimming."



**PLANT IMPROVEMENTS**—A group of National Starch Products directors and management officials journeyed to the company's Indianapolis plant recently to inspect the improvements being carried out under the expansion plans announced earlier by the company. Herb Piel, vice president and general manager of the plant, guided the group during the tour. Of particular interest to the visitors was the new "by-products building" installation, which will be put into operation shortly. Also on hand to greet the visitors were Frank Greenwall, president, and A. A. Halden, executive vice president from the New York executive office. Left to right are Edward Conway, Mr. Greenwall, Chester Gage, Evans Woolen, Jr., Bernard Shulist, Mr. Piel, William Schilliges and Mr. Halden.



**COOKIE CHRISTMAS**—A unique "Merry Christmas" message, spelling out the words in variously styled cookies, has been developed for bakers by the Chapman & Smith Co., Melrose Park, Ill. The colorful cookies show

up well against a dark blue background to make an effective window streamer, available from the company's representatives or by writing the firm, Rolling Pin Square, Melrose Park, Ill.



**POEHLMANN AWARD**—Officials of the Jos. Poehlmann Baking Co., Milwaukee, are pictured here receiving a bronze plaque awarded by the Wisconsin Bakers Assn., Inc., the Milwaukee Retail Bakers Assn., and the Wisconsin Flour & Bakers Allied Trades Assn., to honor the 100th anniversary of the Poehlmann firm's founding. From left to right are: Fred H. Laufenburg, executive secretary, Wisconsin Bakers Assn.; Herbert Poehlmann; Walter Poehlmann; John Bohren, president, Milwaukee Retail Bakers Assn.; Fred W. Poehlmann, president, Jos. Poehlmann Baking Co.; Joseph Vann, vice president, Wisconsin Bakers Assn.; John Poehlmann; Eleanor Poehlmann; and Arnold Boettcher, president, Wisconsin Flour & Bakers Allied Trades Assn. Complete details of the Poehlmann anniversary will be found on page 48.



**WINS GUARANTY SEAL**—Interstate Bakery Corporation's Butter-nut bread blue and white checked gingham wrapper now displays prominently the Good Housekeeping Guaranty Seal. Here Harry Meyn (right), Interstate Bakeries Corporation's general sales manager, Joe Menichetti (center), Butter-nut bread divisional sales manager, and Coe Adams (left), western division advertising sales manager for Good Housekeeping Magazine, inspect with approval the full-color full page newspaper ad which will appear throughout the Butter-nut distribution area as part of the vast advertising and promotion campaign Butter-nut is putting behind the Guaranty Seal.



George N. Graf

### Don't Miss ...

One of the highlights of the recent convention of the American Bakers Assn. was a "challenge to wholesalers" delivered by George N. Graf, general manager of the Quality Bakers of America Cooperative, Inc., New York, and an outspoken advocate of an ever-stronger baking industry. The complete text of his address appears on page 22.

### BREAD LABEL STATUTE IN WISCONSIN REVISED

MADISON, WIS.—The revision of a Wisconsin statute now requires that bread and bun wrappers bear a declaration of the quantity, in weight or numerical count, and a statement of ingredients. The label must also carry the name and place of business of the baker or distributor.

Section 97.60 of the Wisconsin Statutes (1939) relates to the labeling of food packages. Under the revision bread now becomes a "package."

This ruling is distinct from General Order 147 which covers standards of identity for bread and rolls or buns and which will become effective Jan. 1. Section 97.60 deals only with the labeling of food packages and is presently in effect as revised.

Prior to this revision it was not necessary for Wisconsin bakers to show the weight on wrappers of bread or the weight or numerical count on wrappers of buns or rolls. Standard weights had been established for bread under the statutes and it was deemed unnecessary to indicate weight on the wrapper. Furthermore, because of a court ruling, bread sold in the form of loaves was formerly not considered to be a "package."

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### W. J. VERITO, SON, JOIN HEINEMANN BAKERIES

MILWAUKEE.—William J. Verito, who with his son, Frank, formerly owned a chain of Cleveland bakeries, has become assistant to William H. Heinemann in the operation of the William H. Heinemann Bakeries and the William H. Heinemann Creameries, Inc. The Heinemann chain of retail shops now numbers 23 stores with the main plant at 1846 North Sixth St.

According to Mr. Verito, he has not acquired any part of the Heinemann business but such an arrangement reportedly has been discussed with Mr. Heinemann.

### You Think You Got Troubles? No Bagels

NEW YORK—A strike by 40 members of the AFL Teamsters Union, drivers of bagel trucks in Manhattan, Brooklyn and the Bronx, has shut off all deliveries of this product in this area. Pay, overtime and vacations are the issues involved.

While this commodity is not a tremendous seller in New York, accounting for, it is estimated roughly, about 60,000 to 65,000 sacks of flour, its addicts are practically fanatical in their devotion to it.

A bagel gourmet will brook no substitutes for his cherished meal of bagels covered with cream cheese and lox but to the uninitiated, unappreciative, they are a tough, teeth breaking proposition.

There is no indication of when the strike will end, but the New York Evening World-Telegram in its brief story titled: "Bagel Drought Proves Hard Fact to Swallow," summarizes the situation in its first sentence. Quote: "Somewhere the sun is shining. And somewhere children shout. But there is no joy in Gotham, for the bagels have run out."

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### PACKAGING INSTITUTE ELECTS

NEW YORK—Dr. L. V. Burton, executive director of the Packaging Institute, has announced the reelection of the following as directors of the institute: Walter F. Daley, vice president, New Haven Pulp & Board Co., and Herbert T. Holbrook, manager, Flex-Vac division, Standard Packaging Corp. The board named as president, F. S. Leinbach, secretary, assistant general sales manager and member of the board, Riegel Paper Corp., and as vice president, Mr. Holbrook.

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### CALIFORNIA RAISIN BOARD NAMES OFFICIAL

FRESNO, CAL.—The appointment of Gerald W. Jones as assistant manager of the California Raisin Advisory Board, effective Dec. 1, was announced by Norman J. Katen, board manager. Mr. Jones replaces Joseph G. Brosmer who resigned recently to become manager of the Agricultural Labor Bureau of the San Joaquin Valley.

Mr. Jones previously was employed by Frosted Fruit Products, Inc., a Sanger, Cal., freezer, as assistant manager. Prior to that time he was a partner in the G. & D. Jones Co., a Fresno freezer. For the past six years he has been associated with growers and packers of fruit and vegetable crops in the San Joaquin Valley. He has been especially active in the introduction and promotion of frozen figs and the promotion and quality improvement of the annual pack of the Strawberry Exchange, a valley growers' cooperative.

Mr. Jones is married, has two children and lives at 2827 Simpson Ave., Fresno.

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### KROGER SALES DIP

CINCINNATI—Sales of the Kroger Co. for the 11th four-week period ended Oct. 31, 1953, totaled \$82,236,183, a decrease of less than 1% from sales of \$82,544,467 for the corresponding four-week period a year ago. Cumulative sales for the first 11 periods of 1953 totaled \$888,970,556, a 1% increase over sales of \$882,716,431 for the same 11 periods in 1952. The average number of Kroger stores in operation during the period was 1,831, compared with 1,898 during the 1952 11th period, a decrease of 4%.



SPANS 200 YEARS—E. E. Kelley, Jr., president of the American Bakers Assn., Chicago, takes a loaf of bread from the oven of the colonial bake shop in the restored 18th century city of Williamsburg, Va. Mr. Kelley was the principal speaker at the recent opening of the bake shop, which, as part of famous old Raleigh Tavern, is the ninth of permanent exhibits perpetuating the crafts and skills of early America. Left to right are Parker Crutchfield, Jr., son of the "master baker," Mr. Crutchfield and Mr. Kelley.

### 200 Years of Baking Bridged at Williamsburg

WILLIAMSBURG, VA.—A demonstration of pre-Revolutionary bread-baking methods was given at the formal opening of an eighteenth century bakery here recently.

Fresh-baked bread was taken from the archaic brick oven during ceremonies inaugurating the bakery and the newly restored and furnished bedrooms of Raleigh Tavern as colonial Williamsburg's newest exhibits of eighteenth century life.

The bakery, located in a separate and newly constructed kitchen building at the rear of Raleigh Tavern, will be operated as a commercial bakeshop of colonial times with a master baker in costume on hand turning out bread and cakes by old techniques and recipes.

E. E. Kelley, Jr., president of the American Bakers Assn., was on hand to dedicate the bakery as a representative of the nation's present-day baking industry. Mr. Kelley pointed out that Colonial personages needed the basics of life, too:

"Patrick Henry probably said many things in addition to give me liberty or give me death," Mr. Kelley observed. "He probably said 'please pass the bread' right here in Raleigh's tavern."

"This restored shop with its two or three employees was an integral part of the early community. Just as the nation has grown in the last 200 years, so has the baking industry grown to thousands of small shops and hundreds of huge plants which today as then, supply the nation with the staff of life.

"Striving always, then as now, the baker works to produce a better loaf of bread—and the colonial baker did produce a good loaf of bread. His product, made with all the skill and care of generations before him, surprisingly enough was not too different from the modern loaf of bread.

"Then as now, flour was the major ingredient. Then as now yeast was an important ingredient, both from the standpoint of the finished product and from the nutritive value of the loaf.

"Basically the process of manufacture was greatly similar, in its mechanical steps. The mixing, the kneading, the production of sponge, the baking process itself—there has been but little change, really, except

in the mechanical process. Where the Colonial baker did all this work by hand, today's baker relies on modern machinery, mechanical devices which enable a more perfect and uniform product and which permit large scale production in a shorter space of time.

"And, while the modern loaf continues the tradition of a wholesome basic food, it goes the earlier bread one better.

"Today's bread takes the finest from the experience of the past and combines it with the best of modern nutrition. The modern baker uses milk, in the form of non-fat solids, in great quantities. Like his forebear, he uses quantities of eggs, butter, fruits in producing his cookies, cakes, pies and pastries.

"It is interesting to note that even 200 years ago, the American favorite type of bread, white bread, was a preferred food. White bread was called gentlemen's bread. Darker or whole wheat bread was called household bread. And today of the 40 million loaves produced daily in America, 90% is that fine, white loaf."

Mr. Kelley also told of the advancement of the baking industry via improved sanitation practices, enrichment and research, and concluded by telling the story of Christopher Ludwick, Revolutionary baker-general, and quoting from Louis Bromfield's recent poem, "Bread Is Life."

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### PHILANTHROPY TO HONOR WILLIAM D. BLEIER

NEW YORK—William D. Bleier, veteran member of the baking industry, will be guest of honor at the annual dinner of the Bakers & Allied Trades division of the Federation of Jewish Philanthropies Dec. 10 at the Waldorf-Astoria.

Saul H. Yeager, National Yeast Corp., is general division chairman and Max Dralstein, vice president National Bakers & Confectionery Workers International Union, David Dubner, Friedner & Dubner and David M. Levitt, Doughnut Corp. of America are division chairmen and Morris Messing, Messing Bakeries, is honorary chairman.

The dinner will mark the high point in the division's efforts in behalf of the federation's campaign to raise \$16,950,000.



# The Flour Market

## Wheat, Millfeed Adjustments Reduce Prices

By **GEORGE L. GATES**

American Baker Market Editor

Wheat prices underwent considerable adjustment during November, and flour prices wound up the period at lower levels than prevailed at the end of the previous month. The reduction in quotations resulted from lower premiums paid for some grades of cash wheat which added up to reduced costs despite advances in the futures market and also from the larger return received by flour mills on sales of millfeed. Standard grades of spring wheat bakery flour were down 30¢ sack in early December, compared with a month earlier, and comparable grades of hard winter wheat flour were off 15¢ sack in the same period. The futures, which in a more general way indicate price trends, gained 4¢ 6½¢ at Minneapolis and Kansas City and 1½¢ 2¼¢ bu. at Chicago. The new crop futures, meanwhile, turned down in relation to the current crop year contracts as a result of great improvement in 1954 winter wheat prospects.

Possible price developments in the next several weeks hinge on relative weight of the several price-making factors which have been reviewed previously—the loan program, export prospects, possible changes in support legislation and crop developments.

### Seasonal Factors Enter Picture

Seasonal factors have entered the price picture to a rather important extent. The upturn in millfeed prices, late in arriving this year because of a generally open fall and lighter-than-usual demand from the feed industry, appears to be on a firm basis. This should assist mills in offsetting advances in wheat costs which may develop. A period of "holiday dullness" is normally expected at this time of the year as a moderate bearish influence. Involved at this time, too, is the feeling of many in the trade that wheat marketings may expand in January as the new tax period starts, and as a result some buying is being held off. Also, Minneapolis wheat prices recently have reflected the reduced demand for shipment down the Great Lakes as the freeze-up approaches. Because of recent moisture, wheat prospects for 1954 in the Southwest are much improved, but further weather developments will be closely watched. Barring unexpected changes, sharp price changes in either direction appear unlikely at the moment.

### Wheat Loan Total Expands Further

Participation in the price support loan program, in line with previous predictions, has broadened considerably. Through Oct. 15 a total of 350 million bushels had already been put under loan, some 38 million bushels more than in the same period last year. This is particularly significant in view of the fact that the 1953 crop was smaller than the 1952 crop, meaning that the percentage of the crop going under sup-

port is considerably greater. The expectation that this year's loan total will set a new record still seems justified. While prices in some instances have reached the loan level or exceeded it at times, the resulting influx of selling has quickly turned prices softer again. Thus the operation of the support program acts at least partially as a ceiling as well as a floor for wheat prices. To bring redemptions of wheat already under loan out of its protection, considerably higher prices are needed.

### Plan to Stimulate Exports Offered

Meanwhile, the U.S. Department of Agriculture has announced plans aimed at moving more of the surplus supply of wheat acquired by the government as a result of loan operations. In general, the plan contemplates pricing of U.S. wheat at competitive levels with Canadian wheat for sales outside of the International Wheat Agreement. Up to now, U.S. wheat has been offered at prices comparable to Canadian prices under the IWA, but outside the pact Canada has been able in most cases to undersell U.S. exporters because of the higher market price in the U.S. brought about by the support program.

### Program Draws Varied Views

The effect of this new program on domestic wheat prices has been the subject of various interpretations. A common view is that it will in effect increase free market supplies of wheat since exporters will be filling orders from government stocks rather than buying open market wheat. Thus, some observers say, removal of export buying could very well depress prices. On the other

hand, if the program has any great success in reducing the over-all surplus, it could be considered bullish from a long-term standpoint. However, the view also is expressed that regardless of what is done, exports cannot be increased a great deal because of the over-all world surplus of wheat. Developments will be worth watching.

### Wheat Shipments Still Limited

The lag in exports this year is emphasized in the official report of shipments through October, when wheat and flour exports totaled only 10.3 million bushels. This compares with 21.4 million in September and 32.6 million in October last year. Total shipments in the first four months of the crop year were about 78 million bushels, compared with 105.5 in the same period last year. Exports at the same rate in the remainder of the crop year would result in a total movement of 234 million bushels, considerably less than last year's total.

### Change Proposed in Wheat Supports

Proposals for revising the price support program are drawing more market attention as the next session of Congress in January approaches. A plan to use a two-price system for wheat supports has gained the approval of some important political groups. Under this plan, as outlined by the USDA, wheat sold on the domestic market for food use, through a certificate system, would be supported at 100% of parity. Wheat for feed or for export would be allowed to move at whatever price it would bring, down to 60% of parity. Any change in the support program would not go into effect until after 1954, but markets are

likely to pay at least some attention to developments in the general debate on supports.

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### WARD BAKING DIVIDEND

NEW YORK—The Ward Baking Co. has announced a quarterly dividend of 45¢ a share on the common stock, payable Dec. 27, to stockholders of record Dec. 15. A year-end extra dividend of 40¢ a share was also declared on the common stock payable Dec. 27, to holders of record Dec. 15, making the total payment on the common stock for the year \$2, the same total paid in the previous year. The directors also declared the regular quarterly dividend of \$1.37½ a share on the preferred stock, payable Jan. 1, to stockholders of record Dec. 15.

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### LANGENDORF BAKERIES' SALES SHOW INCREASE

SAN FRANCISCO—Over-the-counter sales of Langendorf United Bakeries, Inc., in the first three months of the current fiscal year were ahead of the like period a year ago.

In the fiscal year ended June 27, 1953, sales reached a new high for the 20th consecutive year. Volume of \$49,641,894 was \$5 million larger than in fiscal 1952, and \$38 million more than in fiscal 1951.

Three new plants were placed in operation last year, raising to 20 the number of Langendorf units scattered up and down the Pacific Coast.

Earnings in fiscal 1953 amounted to \$1,006,240, or \$2.95 a common share, compared with \$937,362, or \$2.73 a share in fiscal 1952.

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### AMF INCOME REACHES ALL-TIME 9-MONTH HIGH

NEW YORK—The American Machine & Foundry Co. did more business in the first three quarters of this year than in all of record-breaking 1952 with an all-time operating net income high for nine months of \$3,024,000. Morehead Patterson, AMF board chairman and president has reported.

After preferred dividends, consolidated net income for the first nine months of 1953 ending Sept. 30 totaled \$3,053,000 equal to \$1.58 per share on 1,934,230 shares of common stock against \$2,594,000 or \$1.41 per share on 1,838,536 shares of common stock for the corresponding period of 1952. These figures for 1953 do not include a non-recurring profit of \$684,000, equal to 35¢ per common share, from sale and lease-back of the Dayton plant.

AMF's gross sales, rentals and royalties for this year's first nine months amounted to \$106,099,000 not only a record AMF high for the period but above the company's 1952 annual gross, greatest in AMF history, of \$105,821,000. For the first nine months of 1952, AMF reported a gross of \$71,099,000.

## Summary of Flour Quotations

Nov. 27 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	6.42@6.65	...	...	...	...
Spring high gluten	...	6.76@6.83	...	...	7.57@7.60
Spring short	...	6.21@6.28	...	...	7.07@7.10
Spring standard	6.37@6.55	6.11@6.18	...	...	6.70@6.98
Spring first clear	5.70@6.00	5.71@5.81	...	...	6.35@6.41
Hard winter short	6.25@6.30	...	5.96@6.07	...	...
Hard winter standard	6.15@6.20	...	5.88@5.97	...	...
Hard winter first clear	...	...	4.50@4.55	...	5.15@5.35
Soft winter short patent	6.82@7.22	...	...	...	6.77@6.80
Soft winter standard	5.21@6.50	...	...	...	...
Soft winter straight	...	...	...	5.05	5.87@5.70
Soft winter first clear	...	...	...	...	4.93@4.95
Rye flour, white	4.46@6.25	...	...	...	4.70@4.73
Rye flour, dark	4.31@4.42	4.01@4.06	...	...	3.98
	3.60@4.01	3.26@3.31	...	...	3.95@3.98
	New York	Philadelphia	Boston	Pittsburgh	*New Or.
Spring high gluten	7.40@7.50	7.60@7.70	7.45@7.55	7.35@7.51	7.25@7.50
Spring short	...	7.15@7.25	6.93@7.03	6.90@7.00	6.80@7.00
Spring standard	6.75@6.85	7.10@7.20	6.83@6.93	6.80@6.90	6.65@6.90
Spring first clear	6.30@6.50	6.50@6.60	6.32@6.52	6.25@6.76	6.40@6.60
Hard winter short	6.74@6.84	6.80@6.90	6.80@6.90	6.60@6.86	6.35@6.50
Hard winter standard	6.54@6.64	6.75@6.85	6.60@6.70	6.45@6.66	6.20@6.35
Hard winter first clear	...	...	...	...	4.70@5.05
Soft winter short patent	...	...	...	...	5.30@5.60
Soft winter straight	5.20@5.40	...	5.27@5.62	...	4.90@5.15
Soft winter first clear	...	...	...	...	4.20@4.55
Rye flour, white	4.80@4.90	4.80@4.90	...	4.70@4.77	...
Rye flour, dark	...	...	...	3.95@4.27	...



## RETAIL BAKERY SALES UP FROM 1952 FIGURES

★

WASHINGTON—September sales of bakery products in retail establishments rose 18% above September, 1952, figures, according to the U.S. Department of Commerce. Sales were down 1% in September compared with August. For the first nine months of 1953, sales were 8% higher than for the same period in 1952.

## STERLING DRUG SALES, EARNINGS UP SHARPLY

NEW YORK—Net profit of Sterling Drug, Inc., and subsidiary companies for the nine months ended Sept. 30 was \$9,127,233, an increase of 12.9% over earnings of \$8,086,952 for the corresponding period a year ago, according to a report issued Nov. 7 by James Hill, Jr., chairman and president.

After provision for preferred dividends, earnings for the three quarters of 1953 are equivalent to \$2.30 per common share, compared with \$2.03 for the like period of 1952.

Sales for the first nine months of the current year were \$121,560,623, an increase of 3.3% over the \$117,623,832 reported a year ago. Profits before taxes were \$21,677,233, compared with \$19,536,952 for the period ended Sept. 30, 1952.

Net profit for the three months ended Sept. 30, 1953, was \$2,862,183, or 72¢ a common share, compared with \$2,735,921, or 69¢ a share, for the corresponding three months a year ago. Sales for the current third quarter were \$37,679,187, compared with \$37,650,737.

The board of directors of Sterling Drug Inc. declared a regular quarterly dividend of 50¢ a share on the common stock, payable Dec. 1 to stockholders of record Nov. 18.

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## Clean Sweep

Interstate Bakeries Corp. made a clean sweep of the bakery division awards made by the Greater Los Angeles Safety Council. The Dolly Madison division won first, Weber Baking Co. division was second, and the Log Cabin Bread Co. division was third. In the food sales classification, Helms Bakeries won first.

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## GENERAL BAKING DIVIDEND

NEW YORK—George L. Morrison, president of General Baking Co., announced that the firm has declared the regular dividend of \$2 a share on the \$8 preferred stock payable Dec. 19, to the stockholders of record on Dec. 4. Action on the amount of dividend per share on the common stock payable Feb. 1, has been deferred until the next meeting of the board of directors Jan. 6.

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## INTERNATIONAL MILLING

NET PROFIT \$3,048,078

MINNEAPOLIS—Two major progressive steps in company growth and a net profit of \$3,048,078 were recorded by the International Milling Co. in the year ended Aug. 31, according to the firm's report to its stockholders.

"While during this past year the flour market was still highly competitive, nevertheless 1953 was a year of real progress for our company," Charles Ritz, president of the com-

pany, said in his message to stockholders and employees.

The milling firm's president spoke of the extensive modernization program in all the company's mills as a move of prime importance. Details of the \$5,000,000 program have been previously reported.

"In spite of depressed conditions in the industry which have prevailed for the past four or five years," Mr. Ritz said, "we decided to make this large investment, believing that to prosper in a narrow margin industry, our operations must be the most efficient."

Mr. Ritz also called attention to the profit sharing retirement plan instituted in both the U.S. and Canada. As their share of the company's profits, \$304,026 has been allocated to employees, he said.

The consolidated balance sheet, as printed in the annual report, appears herewith.

International's profit in the year ending Aug. 31, 1952, was \$3,438,885.

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## DERRICK OFFICES MOVED

NEW YORK — The William E. Derrick Company, Inc., has moved from its present location in the Standard Milling Co. offices to headquarters of its own. The new address is suite 1913 in the same building, 285 Madison Ave. Miller D. Derrick continues to be associated with his brother in the company.

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## MANCHESTER TO EXPAND

FARGO, N.D.—Manchester Biscuit Co., Fargo, N.D., is planning to erect a \$425,000 addition to its baking plant there. Construction is expected to begin in spring.

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## NEW CANADIAN MANAGER

MONTREAL — William Lakritz, president of Florasynth Laboratories (Canada), Ltd., announces the retirement of Jack Lewis, managing director of the Canadian company, after almost 22 years with the company. Mr. Lewis, while retaining association with Florasynth in the selling field, will devote himself mainly to the importing and brokerage business of the Halford-Lewis Co., 438 St. Francois Xavier St., Montreal. H. E. Moorhead, who has been with the Florasynth company for over 15 years, is the new manager of the Canadian affiliate.

# MOSTLY PERSONAL

Herbert Blakely has been named sales manager for the Colonial Baking Co. at Cedar Rapids, Iowa, succeeding Walter Sare, who has been named president and general manager for Colonial at Saginaw, Mich.

The new manager of the New Orleans plant of the American Bakeries Co. is Ben A. McKnight. He was formerly sales manager for the company's plant in Miami.

Larry Blumenthal, member of the firm of Blumenthal Bros. Chocolate Co., Philadelphia, was honored recently by the selection of a painting for exhibition in the annual art and crafts showing of the Regional Council of Community Art Centers, Philadelphia. Mr. Blumenthal's water color painting was one of eight chosen out of the 150 submitted by the Cheltenham Township Art Center and he was one of two non-professionals whose work was among the finalists.

George A. Krug, president of Krug Enterprises, Inc., was recently honored on his 50th year in the baking industry by over 300 employees, friends and associates at the Hotel Park Sheraton, New York. Also observed was the 25th anniversary of the Krug Baking Co., which Mr. Krug founded.

C. C. Allensworth, manager of the Metz Baking Co., Watertown, S.D., was recently discharged from a hospital where he was confined following a two-car collision near Mound, S.D.

C. Okey Barnett has been named sales supervisor and assistant to the branch manager, W. F. Nienaber, for the Richmond, Va., office of the Strietmann Biscuit Co.

Charles M. Schwartz, director of publicity for Fuchs Baking Co., South Miami, Fla., and an officer of the Advertising Club of Greater Miami, acted as moderator at a recent meeting of the club. The panel discussion

was on what books have been most helpful and exerted the greatest influence to them in their advertising profession. Mr. Schwartz also conducted a class in the University of Miami school of business administration on the subject, "Public Relations."

Named as executive vice president and general manager of Egekvist Bakeries, Inc., Minneapolis, recently was Christian V. Egekvist. James L. Hall is secretary and assistant treasurer and a director. Reelected at the annual meeting were S. A. Egekvist, president; V. A. Egekvist, vice president, and Miss Emily Lofquist, treasurer.

T. E. McCully of Milwaukee, vice president of the Carpenter Baking Co. and prominent religious layman, has been named president of the Christian Business Men's Committee, International, an organization of more than 12,000 businessmen in 16 countries.

As the first Utica, N.Y., resident ever elected to the presidency of the New York State Retail Bakers Assn., Charles Vogel was honored at a reception by about 100 area bakers and guests at Utica. Representatives of the state organization from Binghamton, Albany, and Syracuse were also present.

Dr. F. Eugenia Whitehead has been appointed director of nutrition education of the National Dairy Council and will work closely with the programs of 65 affiliated dairy councils operating in 76 U.S. markets. A well-known author and educator in the field of nutrition, Dr. Whitehead had been director of nutrition, research and education for the Wheat Flour Institute.

Joseph R. Kingman, Jr., director of the Dunwoody Industrial Institute, Minneapolis, was a visitor at the New York office of The American Baker during a business trip to that city Nov. 19, when he conferred with officials of the Ford Foundation.

John S. Pillsbury, honorary chairman of the board, and George Pillsbury, vice president in charge of the bakery division, Pillsbury Mills, Inc., Minneapolis, visited the New York offices of the company recently.

Roger F. Blessing, Jr., son of R. F. Blessing, vice president, Commander-Larabee Milling Co., Minneapolis, and Mrs. Blessing, was married Nov. 14 to Jeanne Louise Shafer, Great Bend, The Blessings are at home in Kansas City after an Alabama honeymoon.

George Graf, general manager of Quality Bakers of America, Inc. has been named chairman of the bakeries' division of the New York Arthritis and Rheumatism Foundation.

George E. Mendon, manager of Pfaff Baking Co., Mason City, Iowa, is the new mayor of that city. Mr. Mendon, in his first political venture, polled 48% of the total votes, running against three opponents.



Merry Christmas!  
THIS YEAR GIVE A  
BAKED GIFT!

ORDER NOW

- Fruit Cake
- Holiday Goodies
- Christmas Cookies

BAKED GIFTS—Santa Claus urges his friends to send baked gifts in the above replica of the banner-poster that is being distributed by General Mills, Inc., Minneapolis. According to GMI officials, this attractively designed release is a real business-builder and ties in well with all types of bakery products.



**AT NEW ENGLAND MEETING**—Officers of the New England Bakers Assn., American Bakers Assn., and the American Institute of Baking met during the convention of the NEBA at the Hotel Statler, Boston, Nov. 15-17. Shown at the left above, left to right, are Robert E. Sullivan, executive secretary, NEBA; Lewis G. Graeves, Chas. Schneider Baking Co., Washington, D. C., chairman of the ABA; Raymond W. Payette, Girard Baking Co.,

Burlington, Vt., president of NEBA; and Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill., chairman of AIB. In the illustration at the right are, (left to right), E. C. Johnson, H. A. Johnson Co., Boston; Nicholas E. Peterson, vice president, First National Bank of Boston, and Paul T. Rothwell, Bay State Milling Co., Boston, president of the Boston Chamber of Commerce, who spoke on the importance of the latter group to industry.

## NEBA Hears Baking Industry Urge Teamwork for Progress

By **GEORGE W. POTTS**  
American Baker Editorial Staff

**BOSTON**—The combined cooperation of the American Society of Baking Engineers, American Bakers Assn., the American Institute of Baking, and local and regional industry groups resulted in an outstanding program at the well-attended convention of the New England Bakers Assn. here Nov. 15-17.

The ABA was represented by its board chairman, Lewis G. Graeves, president of the Chas. Schneider Baking Co., Washington, D.C., who voiced a sincere plea for "teamwork" in the industry to broadcast the enrichment story and the fact that bakers today are offering the public a better, more nutritious product than made in grandma's day. It is the selling job of every baker in America to get this story across and thus increase per capita consumption, he said.

All segments of the industry are working towards this goal and every baker should lend his support and cooperation in a national "teamwork" endeavor to tell the story, he declared.

Mr. Graeves urged the bakers to get behind the Bakers of America Program and capitalize on the potential market for bakery products. "There is a wonderful story to tell on enriched bread as the greatest contribution in nutrition in the 20th century," he stated. The story should be told again and again and should be "familiar to every schoolgirl and schoolboy—but isn't," he declared.

This speaker counseled the bakers to "use the tools offered by ABA to put across the message," and increase consumption. He told the bakers to "use these tools and watch the industry grow in the years ahead with teamwork paying dividends."

The value of the enrichment program was reiterated by Louis E. Caster, chairman of the board of AIB and president of Keig-Stevens Baking Co., Rockford, Ill. He stated that "we lament the fact that bakers generally do not recognize what they really have to sell and what they are really doing."

Mr. Caster cited the work of the AIB as the "finest educational and research program in the food pro-

cessing industries," offering an "all-star cast in the nutritional field" on its staff.

He called attention to the sanitation program and its "tremendous contribution to the baking industry," and the consumers service department working directly with the baking industry in collaboration with the Bakers of America Program.

The AIB official also noted the need for cooperation and teamwork to put the bakers message across to the consumers and urged all bakers to support the ABA and its work on behalf of the entire industry.

### Milling Executive Speaks

This session opened with a brief address by Paul T. Rothwell, president of the Bay State Milling Co. and the Boston Chamber of Commerce, who discussed "The Importance of The Greater Boston Chamber of Commerce to New England Industry." The session concluded with an economic report by Nicholas E. Peterson of the First National Bank of Boston.

The general chairman of the session was Raymond W. Payette, Girard Baking Co., Burlington, Vt., president of NEBA, with E. C. Johnson of the H. A. Johnson Co., Boston, acting as chairman.

An exceptionally well-coordinated and instructive series of talks was presented by representatives of the ASBE at a luncheon session staged by the Bakers Educational Group of New England. Through addresses and slides presented by the speakers, modern methods in bread production were reviewed from the standpoints of material handling methods, fermentation in dough development and proper makeup of quality products.

Martin Eisenstaedt, director of bakery operations of the American Stores Co., Philadelphia, leadoff speaker at the session, explained modern methods in materials handling employed by his firm at their Philadelphia plant. He told the bakers that "tomorrow's profits will come out of the efficiencies you plan for today," and urged them to study their plants individually and not just copy the setup of any successful plant.

Fermentation in dough development was covered by M. J. Swort-

figuer of the Kroger Baking Co., St. Louis, president of ASBE. Pointing out that the production man must understand the basic theories of the fermentation process, he outlined conditions affecting it and suggested checks toward making perfect sponges. Through a series of slides he covered pickup, cleanup, development, final stage, letdown and breakdown in the mixing stage, pointing out that the development is the most critical stage in the process.

Following this informative discussion of fermentation, W. K. Swanson, vice president of Stroehmann Brothers Co., Williamsport, Pa., followed with a studious discussion of proper makeup and its relation to quality products. In the presentation, illustrated with slides, this speaker covered the divider, rounding, the proofer, the moulder and panning in modern, quality production.

### Engineering's Progress

The session concluded with a review of 30 years of progress in the baking industry outlined by Victor E. Marx, secretary of ASBE, who explained the activities of the organization and the services it offered, stressing that the vast fund of information compiled by the society was at the disposal of any member seeking information.

Steve Kasprzak, president of the Bakers Educational Group of New England, opened the session. Ralph J. Hurst, vice president of BEGNE and production manager of Cushman's Bakery, Lynn, Mass., and Henry P. Montminy, program chairman of the BEGNE and New England sales manager of the Chicago Metallic Mfg. Co., Boston, acted as chairmen.

A retail bakers session sponsored by the Master Bakers Association of Greater Boston opened the three day session, with William J. Meade, secretary of the group and Boston divisional manager of the National Yeast Corp., Jamaica Plain, Mass., acting as chairman.

Speakers at this session included Gene Flack, sales counsel and director of advertising, Sunshine Biscuits, Inc., Long Island City, N. Y., with a sparkling presentation titled "A Shot of Sunshine," and Mildred Carlson, director of WBZ Home Forum, Boston, covering comments on the consumer's viewpoint.

Bakers featured on the program were Julius White, Whitey's Bakeries, Randolph, Mass., Clayton Hanley, Eggleston Square Bakery, Roxbury,

Mass., and William Ohlin of Ohlin's Bakery, Belmont, Mass.

Robert Bond, the Borden Co., was named president of the allied trades division of NEBA at the allied tradesmen's breakfast session Nov. 16. Lewis Cosgrove, Wesson Oil and Snowdrift Sales Co., Boston, was elected vice president and Joseph Boyle, Joseph Boyle Co., Boston, secretary. Seth Wood, E. M. Noel Co., Boston, was honored as allied tradesman of the year.

William F. Goodale, Jr., vice president of NEBA, Berwick Cake Co., Roxbury, Mass., general chairman of the convention, opened the session with Philip E. Sheehan, Northeastern regional manager, Sherman Paper Products Corp., Newton Upper Falls, Mass., acting as session chairman. Featured speaker at the session was James Q. du Pont, administrative assistant, E. I. du Pont de Nemours & Co., Wilmington, Del., with an inspirational address titled "Pattern For Success."

The three-day meeting concluded with a cocktail party and annual banquet, entertainment and dance in the Georgian Room of the Hotel Statler. E. C. Johnson, chairman of the board of H. A. Johnson Co., Boston, was honored at the banquet with the presentation of a scroll commemorating 50 years of activity and service to the baking industry. He previously had presented a colored film of his trip to Alaska.

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## D. F. MEISNER RESIGNS AIB POST; JOINS OMAR

**CHICAGO**—Donald F. Meisner, director of laboratories for the American Institute of Baking since 1949, has resigned his position and has assumed duties with Omar, Inc., Omaha.

Mr. Meisner joined the institute's laboratory staff as a research chemist in 1948. His major activity was research into bread staling. In 1949 he was appointed director of laboratories, and since that time he has been responsible for the direction of the institute's research, bacteriological, analytical and service activities of the laboratories. He also has served on the faculty of AIB's school of baking as lecturer in baking science.

Mr. Meisner received the master of science degree from the University of Illinois, where he majored in organic chemistry. He became interested in the field of cereal chemistry, and has spent seven years studying bread staling and related phenomena. During this period he wrote several papers on the subject which were published in Cereal Chemistry, Food Technology and the bakery trade journals.

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## EKCO PRODUCTS BUYS ROBERT WOODS' PATENT

**CHICAGO**—Ekco Products Co. has announced its acquisition of U.S. Patent No. 2,649,379 held by Robert M. Woods of Evanston, Ill. The patent covers the processes of cake baking, tenderizing and freezing in aluminum foil containers.

In announcing its ownership of the Woods patent, Benson Littman, vice president in charge of Ekco's bakery division, also disclosed that Ekco would retain Mr. Woods' services as a consultant so that "his experience and know-how, derived from years of using foil packages in his bakeries, would be available to Ekco customers."



ARE YOU RUNNING AN  
EXPERIMENTAL BAKERY?

Joe's Bakery  
Flour Tested

Does your production manager  
Spend valuable Time making  
costly Formula Changes every time  
he starts on a new Shipment of  
Flour? Do you find each car is  
different from the one before?

IF SO —  
Change to ATKINSON!

Car after Car of ATKINSON'S BIN-AGED\* flour  
goes into Bakery Production with out a ripple.  
Atkinson's unique Aging plant allows longer, more  
continuous runs — nearly a week without change.  
Our ability To blend from 32 different bins  
Assures you of uniform flour, car after car —  
helps you run a bakery — NOT an experimental  
Laboratory.

IT'S BIN-AGED\*

\* Reg.



CARL HUMPHREY

**AD CONTEST WINNER**

The above ad—named a winner in Atkinson's recent Ad Writing Contest for amateurs only—was "writ by hand" by Mr. Carl Humphrey, flour broker located in Detroit. "Never wrote an ad before in my life," says Mr. Humphrey. "If I'd known it was as easy as this, I might not have gone into the flour business. Seriously, I just tried to put in my own words what your good ads have been saying all these years. I'm glad I won—but boy, was I surprised!" Carl is married, lives in Detroit, and except for a 3-year stint in the Navy has been in the flour business ever since graduation from Grinnell College, Grinnell, Iowa, in 1931. For the last two years, with the help of his wife, Micky, he has run his own flour brokerage business.

**ATKINSON**  
**MILLING COMPANY**

MINNEAPOLIS



MINNESOTA

\*Reg. U.S. Pat. Off.

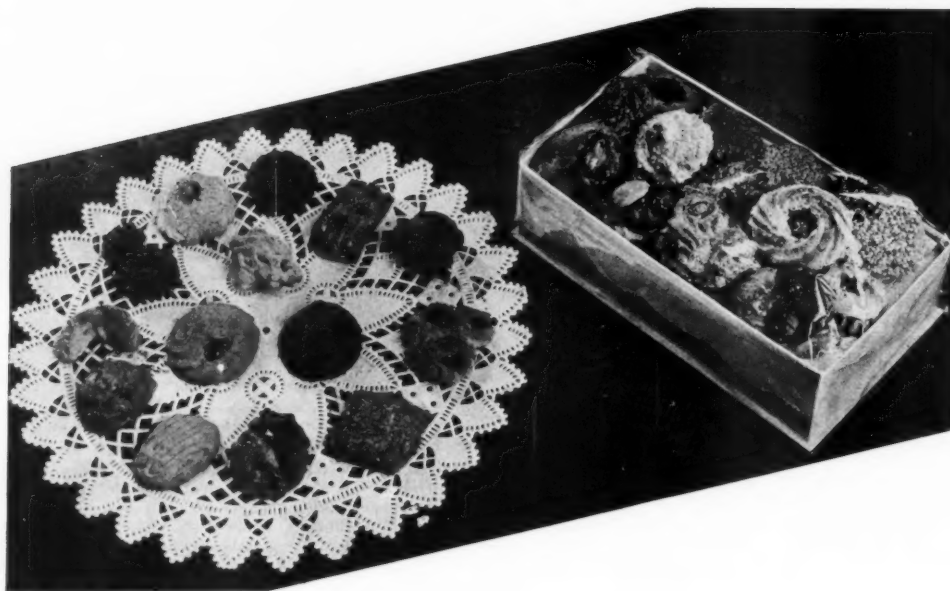


# Figs

## ... Make Baked Foods Tastier

By A. J. Vander Voort

Technical Editor, THE AMERICAN BAKER



### FIG HERMITS

#### Cream together:

- 1 lb. granulated sugar
- 1 lb. brown sugar
- 12 oz. shortening
- $\frac{3}{4}$  oz. salt
- $\frac{1}{4}$  oz. cinnamon

#### Add:

- 8 oz. honey

#### Stir in:

- 10 oz. whole eggs

#### Add:

- 1 lb. 4 oz. chopped figs
- 12 oz. seedless raisins
- 6 oz. chopped candied cherries

#### Sift together and mix in:

- 2 lb. 4 oz. pastry flour
  - $1\frac{1}{2}$  oz. baking powder
- Drop out, about the size of a whole walnut, on greased and dusted pans. Bake on double pans at about 375° F.

### FIG-APRICOT SAUCE CAKE

#### Cream together:

- 3 lb. brown sugar
- 1 lb. shortening
- 2 oz. soda
- 2 oz. salt
- 3 lb. ground figs

#### Add slowly:

- 1 lb. whole eggs

#### Add alternately with the flour:

- 2 lb. buttermilk

#### Sieve and fold in:

- 4 lb. cake flour

#### Then add:

- 2 qt. canned apricots

**Note:** Use unsweetened apricots and break them up into small pieces before adding them to the mix. Use some juice with the apricots.

Scale 11 oz. into 7 in. round layers, 14 oz. into 8 in. round layers. Bake at about 375° F. This mix should be hurried to the oven in order to obtain the best results. After the cakes are baked and cool, fill and ice them with a boiled icing. Sprinkle toasted coconut or chopped nuts on border.

#### Boiled Icing

#### Boil to 240° F.:

- 5 lb. granulated sugar
- 1 lb. corn syrup
- 1 pt. water

When the sugar syrup has reached the desired temperature, pour it slowly into the following beaten mass:

- 1 lb. 8 oz. egg whites
- A pinch of salt
- A pinch of cream of tartar

Continue beating until the icing is stiff. Then stir in 8 oz. powdered sugar and a little vanilla flavor.

### FIG FILLED COCONUT COOKIES

#### Cream together:

- 1 lb. 12 oz. granulated sugar
- 1 lb. 2 oz. shortening
- $\frac{3}{4}$  oz. soda
- $\frac{1}{8}$  oz. ammonia
- $\frac{1}{4}$  oz. nutmeg
- $\frac{1}{2}$  oz. salt

#### Add:

- 8 oz. whole eggs

#### Mix in:

- $\frac{1}{2}$  pt. honey
- 4 oz. water

#### Sieve and fold in:

- 1 lb. macaroon coconut
- 2 lb. 12 oz. pastry flour

Roll out one half of the dough about  $\frac{1}{8}$  to  $\frac{3}{16}$  in. thick. Cut into cookies having a  $2\frac{1}{2}$  or 3 in. diameter. Place the cookies on lightly greased pans.

Wash the cookies with water and then place a spot of fig paste in the center. After the fig paste has been placed on the cookies, cover them with cookies cut out of the balance of the dough. Cut the top cookies slightly thinner, if possible. Seal the edges slightly and then wash the tops with a little milk or an egg wash. Bake carefully at about 360° F.

### FIG SPICE CAKE

#### Cream together:

- 2 lb. granulated sugar
- 10 oz. shortening
- 2 lb. ground figs
- 5 oz. cake flour
- $\frac{3}{4}$  oz. cinnamon
- $1\frac{1}{2}$  oz. soda
- $\frac{3}{4}$  oz. salt
- $\frac{1}{4}$  oz. allspice
- $\frac{1}{8}$  oz. cloves
- $\frac{1}{8}$  oz. ginger
- Vanilla to suit

#### Stir in:

- 6 oz. whole eggs

#### Add:

- 3 lb. 4 oz. buttermilk

#### Sift, add and mix in until smooth:

- 2 lb. 8 oz. cake flour
- Scale into pans of desired size and shape. Bake at about 375° F. When baked and cool, fill and ice the cakes with the following icing.

#### Fig Icing

#### Beat until stiff:

- 10 lb. powdered sugar
- 1 lb. corn syrup
- 1 pt. egg whites
- 1 pt. water
- $\frac{1}{2}$  oz. salt
- $\frac{1}{2}$  oz. cream of tartar

#### Then mix in:

- 4 lb. 8 oz. ground figs
- A little lemon juice may be added

if desired. The addition of a small amount of cinnamon makes a nice change.

### FIG BARS

#### Cream together:

- 1 lb. 12 oz. granulated sugar
- 8 oz. shortening
- 1 lb. chopped figs (black or white)
- $\frac{1}{2}$  oz. salt
- $\frac{1}{4}$  oz. cinnamon
- $\frac{3}{4}$  oz. soda
- Lemon flavor to suit

#### Add gradually:

- 8 oz. whole eggs

#### Stir in:

- 8 oz. milk

#### Add:

- 2 lb. 8 oz. chopped figs (black or white)
- 8 oz. chopped pecans or walnuts

#### Sift, add and mix in:

- 1 lb. 12 oz. pastry flour

Scale into 20 oz. pieces. Roll out to bun pan length. Place three pieces on an 18x26 in. bun pan and flatten out to about 3 in. in width. Wash with milk or an egg wash. Bake on double pans at about 360° F. After the strips are baked, glaze them with a thin water icing. When nearly cool, cut into bars about  $1\frac{1}{2}$  in. wide.

### FIG DELIGHT SQUARES

Rub together between the hands, the same as for pie dough:

- 2 lb. 4 oz. pastry flour
- 2 lb. granulated sugar
- 1 lb. 6 oz. shortening
- $\frac{3}{4}$  oz. salt
- 1 lb. macaroon coconut
- 6 oz. fine chopped walnuts
- $\frac{1}{4}$  oz. maple extract
- $\frac{1}{2}$  oz. vanilla extract
- Grated rind of one lemon

Take one half of this mixture and spread it out evenly on a bun pan 18x26 in., greased and flour dusted. Dust a little flour over the surface, and with a small rolling pin roll out evenly and smoothly to cover the whole surface of the bottom of the pan. Then spread a layer of fig jam over this about  $\frac{1}{4}$  in. thick.

Take the remaining part of the mixture of flour, sugar and coconut and sprinkle evenly over the top of the fig jam. Dust a little flour over the surface and roll out lightly and smooth. Then sprinkle granulated sugar over the whole surface and place in the oven. Bake at about 375° F. It will require about 40 min-

## Figs Are Tasty

Why is it that the amount of figs used by the baking industry is comparatively small? They are a tasty dried fruit and fit ideally in the production of baked foods. They are quite high in natural sugar, averaging about 55%.

## Good Sellers in Groceries

That figs are popular can readily be proven when one checks on the production and sales of fig bars sold by grocers. They have been steady sellers for a good many years. The use of figs in conjunction with other fruits and nuts will produce cakes and cookies that have sales and appetite appeal. Perhaps the baker has been missing a good bet by not featuring them.

## Soften Figs If Hard

Either black or white figs may be used by the baker. If hard and dry, they should be soaked in warm water for a short period of time in order to soften them. The stems should be cut off before the figs are chopped or ground, as they are undesirable in the products.

## Use Window Display

When featuring baked foods containing figs in the windows it is a splendid idea to have a number of small packages of figs scattered around the display. This will draw attention and whet appetites. These packaged figs can be purchased in nearly any grocery store. They look attractive and will add to the display.

utes to bake to a golden brown color. When baked and thoroughly cooled, remove from the pan and cut into squares of desired size. These squares have excellent keeping qualities and are favorites wherever introduced.

#### Fig Paste

5 lb. white figs  
2 lb. 8 oz. invert syrup  
2 lb. 8 oz. granulated sugar  
12 oz. corn syrup

Soak the figs for several hours. Drain and grind fine. Add the balance of the ingredients and mix smooth. Add water until desired consistency is reached.

#### FIG CHOCOLATE COOKIES (DROP)

##### Cream together:

1 lb. 10 oz. sugar  
1 lb. shortening  
 $\frac{1}{2}$  oz. cinnamon  
1 lb. ground figs (black or white)  
 $\frac{1}{2}$  oz. salt  
 $\frac{1}{2}$  oz. soda

##### Mix in:

8 oz. whole eggs

##### Stir in:

1 lb. 4 oz. milk  
Vanilla to suit

##### Add:

4 oz. chopped walnuts

##### Sift together and mix in:

1 lb. 12 oz. pastry flour  
4 oz. cocoa

Drop out on lightly greased and dusted pans. Bake carefully at about 375° F. These cookies scorch very easily so watch them closely during baking.

#### FIG BROWN BREAD

##### Cream together:

1 lb. sugar  
4 oz. shortening  
2 oz. salt  
2 oz. soda

##### Add:

$\frac{1}{2}$  pt. good molasses

##### Mix together and add:

1 lb. cake crumbs  
4 lb. 4 oz. water  
2 oz. yeast

##### Add and mix in well:

1 lb. cornmeal  
1 lb. whole wheat flour  
8 oz. rye flour  
1 lb. 8 oz. bread flour  
2 lb. chopped figs (black or white)

Bake in regular Boston brown bread tins and steamer. Grease the tins and covers. Fill steamer with water up to the top of the inside bottom plate. Bake for approximately two hours at 360 to 370° F. Paper liners may be used in the tins, if desired, instead of greasing them.

#### FIG HEALTH COOKIES

##### Cream together:

1 lb. 8 oz. brown sugar  
1 lb. shortening  
1 lb. 4 oz. ground figs (black or white)

$\frac{1}{2}$  pt. honey

$\frac{1}{2}$  oz. soda  
 $\frac{1}{4}$  oz. cinnamon  
 $\frac{1}{2}$  oz. salt

##### Add:

8 oz. whole eggs

##### Stir in:

1 lb. 4 oz. buttermilk

##### Mix together and add:

1 lb. 8 oz. whole wheat flour  
2 lb. 4 oz. pastry flour  
 $\frac{1}{4}$  oz. baking powder

Roll out to about  $\frac{1}{4}$  in. thickness. Cut the cookies out, using a  $2\frac{1}{2}$  or 3 in. plain or scalloped cutter. Wash with an egg wash and place a piece of fig in the center of each cookie. Bake at 375° F.

#### FIG FILLED COOKIES

##### Cream together:

1 lb. powdered sugar  
2 lb. butter  
Vanilla flavor to suit

##### Add:

8 oz. whole eggs

##### Sift, add and mix in until smooth:

3 lb. pastry flour

Roll out about one half of the dough  $\frac{1}{4}$  in. in thickness. Cut out pieces with a scalloped cutter and place them on a pan. Take the balance of the dough and roll it out to about  $\frac{3}{16}$  in. thickness. Cut out pieces with the same cutter as before and then cut a hole in the center with a small round cutter. Wash the pieces on the pan with water and place the rings on top of them. Wash the edges with an egg wash and then place a spot of fig jam in the center. Place in the oven and bake at about 375° F.

After baking and when cool, glaze the tops with a thin water icing.

#### FIG LOAF CAKES

##### Cream together:

2 lb. 4 oz. granulated sugar  
12 oz. shortening  
12 oz. butter  
 $\frac{1}{4}$  oz. salt  
 $\frac{1}{2}$  oz. cinnamon  
Lemon flavor to suit

##### Beat up light:

2 lb. whole eggs  
2 lb. granulated sugar

Add this slowly to the creamed mass.

##### Add alternately with the flour:

3 lb. milk

##### Sift together and mix in:

5 lb. 8 oz. cake flour  
 $\frac{2}{3}$  oz. baking powder

##### Then mix in:

4 lb. chopped figs

Bake in loaf cake pans at about 360° F. These cakes may be iced if desired.

#### FIG LAYER CAKES

##### Cream together:

4 lb. 8 oz. granulated sugar  
1 lb. 8 oz. shortening

##### 1 $\frac{1}{2}$ oz. salt

$\frac{1}{2}$  oz. soda

1 oz. cinnamon

$\frac{1}{2}$  oz. allspice

$\frac{1}{2}$  oz. cloves

##### Add gradually:

1 lb. 12 oz. whole eggs

##### Sift together:

4 lb. cake flour

1 oz. baking powder

##### Add this alternately with:

3 lb. 4 oz. buttermilk

#### Mix until smooth and then add:

1 lb. 12 oz. chopped figs

Deposit into pans of desired size and bake at about 370° F. When baked and cool, fill and ice the cakes with the following icing.

#### Fig Icing

##### Beat until stiff:

10 lb. powdered sugar  
1 lb. corn syrup  
1 pt. egg whites  
1 pt. water

$\frac{1}{2}$  oz. salt

$\frac{1}{2}$  oz. cream of tartar

##### Then mix in:

4 lb. ground black figs

A little lemon juice may be added if desired.

#### FIG BAKING POWDER BISCUITS

##### Sift together:

5 lb. cake flour  
5 oz. baking powder

##### Add:

8 oz. granulated sugar  
12 oz. shortening

Rub together until the mixture is flaky.

##### Then add:

2 lb. chopped figs

##### Add and mix in:

2 lb. 8 oz. cold milk (variable)

Note: Do not mix any more than necessary.

Roll the dough about  $\frac{3}{4}$  in. thick. Cut out with a  $2\frac{1}{2}$  to 3 in. plain round cutter and place close together on lightly greased pans. Allow to rest about 10 to 15 min. and wash with a milk or egg wash. Bake at about 425° F.

#### FIG SLICES

##### Cream together:

1 lb. 2 oz. granulated sugar  
1 lb. shortening

1 oz. salt

Lemon flavor to suit

##### Add:

4 oz. egg yolks

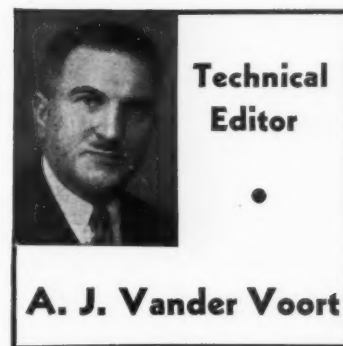
##### Sieve and fold in:

2 lb. pastry flour  
2 lb. bread flour  
1 oz. baking powder

##### Then work in:

1 lb. 8 oz. milk

Roll out about one half of this dough and cover the bottom and sides of a greased bun pan 18x26 in. Spread a layer of fig jam over this. Roll out the balance of the dough and cover the fig jam. Take a fork and punch a number of holes into the top dough so that the steam will have a chance to escape. Then wash the top with milk or an egg wash and sprinkle some granulated



Technical  
Editor

A. J. Vander Voort

sugar on it. Place in the oven and bake at about 375° F. When baked, allow to cool and then cut into slices of desired size.

#### FIG NUT LAYER CAKES

##### Cream together:

3 lb. brown sugar  
1 lb. 12 oz. shortening

$\frac{1}{4}$  oz. salt

1 oz. cinnamon

$\frac{1}{2}$  oz. soda

Lemon flavor to suit

##### Add gradually:

1 lb. 8 oz. whole eggs

##### Add alternately with the flour:

2 lb. 12 oz. milk

##### Sift together:

3 lb. 8 oz. cake flour

$\frac{1}{4}$  oz. cream of tartar

##### Then add:

2 lb. 8 oz. chopped figs (black)

8 oz. chopped walnuts

Deposit dough in pans of desired size and bake at about 375° F. When the cakes are baked and cool, fill and ice them with the following icing.

#### Fig Chocolate Icing

##### Mix together:

5 lb. powdered sugar

4 oz. corn syrup

$\frac{1}{2}$  oz. salt

Vanilla flavor to suit

##### Add:

1 lb. 4 oz. lukewarm water

##### Mix in:

1 lb. 8 oz. fig paste

##### Stir in:

12 oz. melted chocolate

##### Mix in:

4 oz. melted butter

The amount of water may be varied in order to bring the icing to the consistency desired.

#### FIG DROP COOKIES

##### Cream together:

1 lb. 8 oz. granulated sugar  
1 lb. shortening

$\frac{1}{2}$  oz. salt

2 lb. ground figs

$\frac{1}{4}$  oz. cinnamon

$\frac{1}{2}$  oz. allspice

$\frac{1}{4}$  oz. soda

##### Add:

10 oz. whole eggs

##### Stir in:

8 oz. milk

##### Add:

4 oz. ground walnuts

##### Sift, add and mix in:

2 lb. pastry flour

Drop out to desired size on greased and dusted pans. Bake at about 360° F.

#### FIG OATMEAL COOKIES

##### Cream together:

3 lb. 8 oz. granulated sugar  
1 lb. 8 oz. shortening

$\frac{1}{4}$  oz. salt

1 oz. soda

$\frac{1}{2}$  oz. cinnamon

##### Mix in:

1 lb. 8 oz. rolled oats (cut fine)

(Continued on page 20)



# Questions & Answers

A SERVICE FOR BAKERS

Conducted by

**Adrian J. Vander Voort**

Technical Editor of The American Baker

## Russian Rye Bread

I am writing you asking if you would furnish me with a formula for black rye or Russian rye bread. Also I would like a good formula for a very solid pumpernickel bread. Thank you for all your past favors.—W. D., Iowa.

I have your letter asking for a formula for Russian rye bread and also one for a very solid pumpernickel bread. I am submitting two formulas for pumpernickel bread and one for Russian rye that you may wish to try out.

### PUMPERNICKEL BREAD

#### Sponge:

10 lb. 8 oz. clear flour  
6 lb. dark rye flour  
15 lb. 8 oz. water  
13 oz. yeast

Sponge temperature 75-76° F. Fermentation time 3 hours.

#### Dough:

23 lb. 8 oz. clear flour  
10 lb. rye meal  
3 lb. 8 oz. sour dough  
20 lb. water (variable)  
8 oz. malt  
1 lb. 4 oz. salt  
1 lb. ground caraway

Dough temperature 79-80° F. Take to the bench scale off and round up. Allow to rest for about 15 min. and make up. Proof and then bake at about 400-410° F. Use plenty of steam in the oven.

### PREPARATORY SOUR PUMPERNICKEL

#### Preparatory sour:

2 lb. sour dough  
4 lb. medium rye flour  
4 lb. water

Temperature 75° F. Allow to rest for eight hours. Save the remainder of the preparatory sour for starter for preparatory sour for the next day.

#### Dough:

8 lb. preparatory sour  
56 lb. first clear flour  
24 lb. pumpernickel flour  
44 lb. water (variable)  
1 lb. 8 oz. yeast  
1 lb. 10 oz. salt  
12 oz. ground caraway

Dough temperature 82° F. First punch —  $\frac{1}{4}$  rise. Second punch —  $\frac{1}{2}$  rise. To the bench 10 min. Scale and round up. Allow to rest for 10 min. and make up. Proof and then bake at about 400-410° F. Use plenty of steam in the oven.

### RUSSIAN RYE Preparatory Sour

#### Mix together:

3 lb. old rye dough (from previous day)  
9 lb. water  
4 lb. dark rye flour

Temperature 78-80° F. Fermentation time approximately 4 hr.

#### Then add and mix in:

18 lb. water  
9 lb. dark rye flour

Temperature 78-80° F. Fermentation time approximately 4 hr.

#### Then add and mix in:

27 lb. dark rye flour  
35 lb. water (variable)  
1 lb. 8 oz. yeast (dissolved in part of the water)

Temperature 80-82° F. Fermentation time approximately  $2\frac{1}{2}$  hr. or until the sponge drops.

#### Then add and mix in:

2 lb. 4 oz. salt  
1 lb. 8 oz. malt  
1 oz. caraway seed (ground)  
60 lb. first clear flour

Dough temperature 80-82° F. Floor time about 10-15 min. Scale, round up and allow to rest for about 15 min. Then make up into either long or round loaves. Give medium proof. Dock three or four times. Bake at about 425-435° F. using plenty of steam.

## Vanilla Extract

Will you please send me a formula for a good imitation vanilla extract without coumarin. We are not allowed to use coumarin at this hospital. Thank you.—J.E.F., N.Y.

I have your request for a formula for making a good grade imitation vanilla extract without coumarin. I would like to suggest that you try out the following formulas.

Heat to about 160° F.: 9 lb. glycerine, 4 lb. water.

Then add and dissolve: 10 oz. vanilla.

Add caramel color.

## Sweet Rolls

Lately I have been having trouble with my sweet rolls. They seem to be tough and get very hard in a very short time. Following is my formula:

12 oz. sugar  
12 oz. shortening  
1 oz. salt  
3 oz. milk powder  
4 oz. yeast  
1 lb. cake flour  
3 lb. patent flour  
1 lb. 4 oz. roll-in  
1 oz. diamalt

The roll-in is mixed with butter, 30 lb. puff paste, 6 lb. butter.

Cream sugar, shortening, eggs, malt, salt, milk powder. Then roll three times in succession.

Please help me out with this trouble.—E.R., Ill.

I have your letter telling about the difficulty you are having with your roll-in sweet rolls or Danish rolls being tough and hard within a short period. In checking your formula I

find that the roll-in content is on the low side. You are using 1 lb. 4 oz. where most bakers use from  $1\frac{1}{2}$  to 2 lb. per quart mix. You state that you mix up 30 lb. of puff paste and 6 lb. of butter for the roll-in. If you are using puff paste you are using the wrong type of product for a roll-in, as this ingredient has a high melting point. I would like to suggest that you purchase a regular so-called Danish pastry roll-in margarine. This product has a lower melting point and will give you much better results. You may also wish to increase the yeast content from 4 oz. to 6 oz.

I am assuming that you roll in your shortening shortly after your dough is mixed and then make up the product about 15 min. after the last rolling. The dough should also be on the cool side. Your formula does not call for eggs, and I would like to suggest that you use from 8 to 12 oz. of eggs or egg and yolk mixture in order to make a richer dough. Doing this will make it necessary to increase the flour content somewhat.

## Formulas

(Continued from page 19)

#### Add and mix in:

1 lb. ground figs  
1 lb. 6 oz. water

#### Add and mix to a smooth dough:

3 lb. 4 oz. pastry flour

Roll out to about  $\frac{1}{4}$  in. thickness and cut out the cookies using a  $2\frac{1}{2}$  in. plain round cutter. Place on lightly greased pans and bake at about 380° F.

## FIG CRUMB BARS

Rub together, by hand, until crumbly:

1 lb. 4 oz. brown sugar  
1 lb. 4 oz. shortening  
1 oz. salt  
2 lb. soft cake crumbs  
2 lb. pastry flour  
 $\frac{1}{2}$  oz. nutmeg  
 $\frac{1}{2}$  oz. cinnamon

#### Then mix in lightly:

$3\frac{1}{2}$  oz. beaten whole eggs

Sprinkle one half of this mixture on a greased bun pan. Press down and smooth out evenly with another bun pan or rolling pin. Cover the surface with fig filling and cover that with the balance of the crumb mixture. Press down and smooth out with another bun pan or rolling pin. Bake at about 350° F. for about 30 to 40 min. Cut into 2 in. squares, after baking and while still warm.

#### Fig Filling

Cover 3 lb. figs with boiling water and let stand for 15 min. Drain, cut off the stems and grind.

#### Add:


1 lb. honey  
4 oz. granulated sugar  
2 oz. lemon juice  
 $\frac{1}{2}$  oz. salt

Bring this to a boil. Allow to cool before spreading.



**RESEARCH LABORATORY**—With the new Pittsburgh plant of Hachmeister Inc., in full operation producing bread emulsifiers and other products for the baking industry, the research laboratory is important in the development of further products. Above is shown a section of the Hachmeister research, development and products control laboratory, with Dr. Herman Birnbaum, director of the division, in the center of the lab. Dr. Birnbaum is author of a new booklet on the "Functional Characteristics of Modern Bread Emulsifiers."





In baking circles...

it's a well known fact –  
Anheuser-Busch Bakers Yeast  
has highest uniformity  
pound after pound after pound.

# A Challenge to the Wholesale Baker

By George N. Graf

Quality Bakers of America Cooperative, Inc.

It is my intention now to put on the boxing gloves! I hope I will be forgiven if I seem to take an extremely serious note, or if I do a little hell raising. I really feel that some straightforward facts are called for at this particular time. Besides, I want to take advantage of the fact that I have the use of the hall—and probably after I finish, may never again enjoy this privilege! So I warn that those of you who don't want to look facts in the eye, better turn the page fast!

It is my sincere and deeply considered opinion that this baking industry is about to get itself into a position of—

## "STATUS QUO"

Unless the wholesale bakers soon take a walk around their chairs and take an objective viewpoint on their function in life—we're going to be in a hell of a mess! There are three things I want to mention—YOUR INDUSTRY — YOUR BUSINESS — AND YOU.

Let's take a look at the industry first, for that's important. Who will deny that the relative condition of prosperity or adversity within your industry is of primary importance to everyone?

If you are a part of a relatively strong, progressive and coming industry—then the lodestone in your mine is rich with big fat golden nuggets and the pickings for all are favorable.

If, on the other hand, you represent an industry which has passed its peak, and on the decline, then the pickings are slim. You must make money from the tailings, and if the decline has progressed far enough, then, survival of the fit is the theme of the day—and instead of easy shining nuggets for all, the devil takes the hindmost.

And, I am very, very sorry to say that there are indications that we, as wholesale bakers, are an industry which, unless we change its course, has seen better days.

This is an amazing—an almost shocking statement. As such, the burden of proof is on me.

To prove my point, it is necessary first to define my terms and provide a short 2-minute course in the economics of distribution.

1. Distribution is the process of conveying goods, products or services from the point of production to the point of consumption.

2. Wholesale bakery distribution is that form in which the products are conveyed and sold to an outlet which resells them to a customer.

3. The economics of distribution are as follows: "Any form of distribution survives as long as it competitively renders a service for which there is a need. It prospers in direct proportion to the value or the need for that service. It ceases to exist when the need expires, or when a competitive system renders the service better."

Here is a mathematical representation of the term:

- Good service and low cost results in—"GROWTH."
- Good service and high cost results in—"COMPETITION."
- Poor service and high cost results in—"ELIMINATION."

With these terms and definitions in mind, let us now prospect the wholesale bakery industry's form of distribution—not only to see whether my statement about its decline is well taken—but more important, if so, to determine whether we can turn decline to victory and thus glean more nuggets in it for ourselves.

To make our exploration more interesting, I'd like to use a juicy red apple for an illustration.

A little over 30 years ago, the apple might have represented our branch of the baking industry. We had all

the business—or at least the opportunity to have it all. We served, or were in a position to serve, all the resale outlets of every known form. That was the peak of our progress—we had the whole apple.

Beginning around 1920, things began to happen and the apple began to shrink.

First, we entered into the well known decline in consumption of

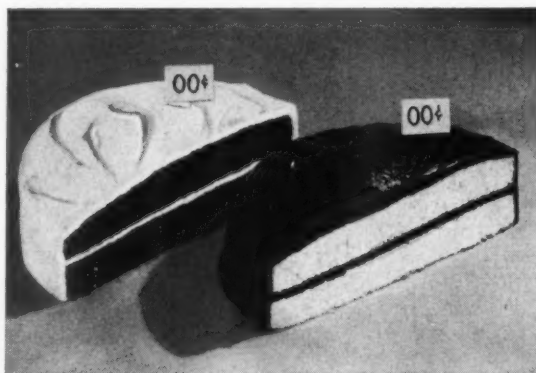
## Baking Cake for More Profit



*Bakery-Tested Ideas from your Fleischmann Man*



**How to build a sample into a sale.** Your best salesmen are your fresh, delicious products themselves. And *trying* often results in *buying*. That's why successful bakers everywhere offer fresh, bite-size pieces of cake, or cookies or whatever they want to push. Why don't you do the same? Your customers will love it. And you'll see your samples build into sales!



**Half a cake may be better than one.** Rather than have leftover cake that goes stale, many small families pass up regular-size cakes entirely. But you can profit from their problem. Cut a regular cake in half, protect open cut with icing or cellophane. When you offer Mrs. Homemaker what *she* wants, she'll give you what you want: *more sales!*



**How to dramatize "convenience".** Sometimes the obvious is not so obvious to your customers. Put a big sign in your window, among the delicious baked products you offer, that says: "HOURS TO BAKE—MINUTES TO BUY!" Your salespeople might say, "When you buy it baked you have more time for your family, for leisure . . . and a better choice, too!"



**Give your customers a "Cake Menu."** You can sell more cakes with this device. Just list the kind of fresh cakes you will be featuring on each day of the week. Add a few lines about the wholesome, high-quality ingredients you use . . . and be sure to mention your reasonable prices. A "Cake Menu" like this helps customers plan *their* menus . . . helps you develop more sales.

bread. We are all familiar with the problem—I need hardly discuss it.

But that made the apple smaller. Since 1929 or the last approximate 25 years, consumption declined in wheat from 170 lb. to 129 lb. per capita. That cuts more of the apple.

However, much worse things than consumption decline have been happening to us. Fading consumption has been offset to a degree by increased population. So the breeding habits of the nation—rather than our own aggressiveness and skill, have helped to hold our gross tonnage head above water.

Among the more direct and more

serious items which have hacked away our markets are:

**CHAIN STORE BAKERS** — The revolution of food distribution in the pre and early 20's found the independent grocer wanting. He was falling into the category of "Good Service But High Cost." So, he invited competition—and that competition was the chain grocer. Today, the chains do 35% of all grocery business in the country. When the chains grew large enough they turned an eagle eye on us. They asked, "What contribution could we make to the efficiency of their form of distribution?" We failed to adjust, or meet with the

demand. Today the chains have become our primary competition.

Down goes the size of the apple.

A number of voluntary chains emulated the regular chains and went into the baking business and that took another bite out of the apple.

**THE SUPER-MARKETS** — With the growth of population and particularly with the super-development of the automobile to the point where we have "no chicken in the pot and two cars in every garage," neighborhood stores and foot shopping became less important. Instead, we have large central shopping areas reached by auto. One giant super-chain serv-

**EDITOR'S NOTE:** The accompanying discussion of the "challenge of tomorrow for the wholesale baking industry" attracted considerable attention during the wholesale bread branch session of the American Bakers Assn. convention. Mr. Graf, general manager of the QBA group, often ventures forth from his New York office to point out emphatically and cleverly the road which the baking industry must follow for continued success.

ices such an area and eliminates a dozen of the smaller stores which were our forte. Statistically for example, we had in 1952—355,000 independent stores, or 228 per 10,000 population in 1939. That's 26% less customers to serve against 15 years ago—and goodness knows how many less in proportion against 30 years ago.

That takes another bite out of the apple!

**ONE-DAY SHOPPING** — Large supers and large shopping centers, plus a high proportion of wives working, has created an era of one-day shopping. This has had three disastrous effects.

- Cut down our exposures—less chance to sell impulsive items.
- Created freezer buying—buying 5 loaves at a time makes bargain bread attractive.
- Developed the retail store type of bakery in large markets.
- Provided tremendous impetus for the house-to-house baker.

That by far is not all. The things I have just enumerated are the surface—or the visible events or evidences of the transitions that have taken place. They are the result of the struggle which other forms of distribution are undergoing to solve or adjust to their place in the sun. Underneath all this are currents far more significant and important to our future than these.

The author of a most popular book a year or so ago, "The Sea Around Us"—describes the many forms of ocean currents and waves. She tells in great detail of the surface waves and currents caused by winds and momentum. Deep under the sea, however, are tides and movements—mountains high—which over the



**Your "gift sale" opportunity.** Your delicious cakes and other sweet goods are "correct" gifts for literally millions of occasions. Every month there are on the average: 9 million birthdays, 3 million anniversaries, 400 thousand showers and 150 thousand weddings. Add in Valentine's Day, Easter, Mother's Day, Graduation Day, Father's Day, Thanksgiving and Christmas and you have ammunition for special promotions *all year long*. Ask your Fleischmann Man for the free Anniversary Cake Plan... others available, too.



**How to beat the rush hours.** Keeping up your standard of service on week-ends and during rush hours can strain the counter help, delay customers, lose sales. Leading bakers speed things up by pre-boxing cakes, pies, coffee cakes and other items. Use cellophane windows in boxes, or label plain boxes. Stack near the counter where you can deal them out fast as customers ask. You'll find that this *convenience and service* will make your store extra popular!

## What tastes better— SELLS BETTER!



For that natural, homemade taste  
that's a natural sales-maker...

### use Fleischmann's TASTEX Shortening

- It's the newest development in shortenings. You get superior creaming, better texture, delicious *natural taste* and improved eating quality in your cakes.
- An exclusive TasteX process blends specially cultured non-fat milk with highest quality vegetable oils to give your cakes that homemade taste that brings customers back for more!

**MAKE IT TASTE BETTER WITH TASTEX,**  
the finest emulsifying-type, hydrogenated, 100%  
vegetable-oil margarine shortening you can  
buy! Available in 50-lb. cans and 400-lb. drums.



BRING A THIRD DIMENSION TO YOUR CAKE QUALITY...  
MAKE FULL USE OF THESE THREE FINE INGREDIENTS—

### FLEISCHMANN'S

TasteX Margarine Shortening • Frozen Eggs  
Baking Powder



#### DENTIST CLAIMS ANSWER TO TOOTH DECAY

Dr. Carl G. Knoche, a dentist in Jacksonville, Fla., and Mrs. Knoche have gone into the tooth decay prevention business. The doctor is satisfied that tooth decay is caused by improper eating habits and malnutrition, and so has been experimenting with bread. The small brown loaves are made from flour freshly ground from the wheat berry right in the bakery itself, and contain all the health giving vitamins and minerals found in the natural berry. And to make sure that the berry itself is just right, the doctor uses only wheat grown in the general area of Hereford, Texas, called the "county without a toothache." The bakery, operating as the "Olde Mill Bake" at 2736 Beach Blvd., is a small plant with a capacity of 1,000 loaves a day. The operating firm, composed of the Knoches and Mark Wodlinger, a biochemist, Steve Freel and Lodger Patterson, are planning to franchise the bakeries in other communities.



years affect the entire earth's climate—economy and welfare.

There are these kinds of tides in our industry evolution, too.

1. **YOUR OWN COMPLACENCY:** As the changes in distribution which affect our industry have taken place, we have had certain assistance in offsetting their effects. For one thing we have weaned more people away from home baking. Then, population has increased tremendously. Finally, transportation and communication have improved—and we spread farther to get more customers. As a result, the more aggressive among us have held and even increased our business. We, the more fortunate,

naturally feel there's plenty of business—why worry? It makes us oblivious to the real trend. All this is equivalent to a rip tide, which carried far enough, could wash the sand bar which we have left away.

2. **OUR CONSTANTLY INCREASING PRICE SPREAD:** Deepest of all the mountainous tides which could engulf us is the tendency in recent years to widen the spread between production and distribution costs.

**IF THE FORMULA—**

Good Service And Low Costs  
Results in: "GROWTH"  
Good Service And High Cost  
Results in: "COMPETITION"  
Poor Service And High Cost

Results in: "ELIMINATION" is correct, then I seriously fear we are rapidly passing from No. 2 to No. 3.

3. While we have steadily lost ground for years, we did manage to hold our heads over water when the price spread between us and the chains was only 2¢. But today we have euchred ourselves into a position where daily in almost every city we are outsold by 4¢ to 5¢ a loaf.

It is at this point that our greatest danger lies.

Our production departments throughout the years have become reasonably efficient. However, the net effect of our complacency—our easy

money prosperity—our giving in too readily to union demands—our lessened output per salesman—our reaching farther and farther for business—and efforts to meet the competitive situation with more and more advertising, have resulted, I fear, in placing us at the point where daily more and more consumers are going to ask the question—

Is this service worth the cost?

It is possible for an efficient bakery to produce a pound of bread on the shipping floor for 9½¢ or less—and many bakeries do. Despite this, in hundreds of markets the housewife spends 18¢ to 19¢ at the bread rack for this loaf and provides her own transportation home.

Think of it—9½¢ for all the work of the farmer—the miller—the railroads and other transportation—the baker, and all the incidentals to manufacture—and an equal amount of 9¢ just to get it from the bakery into the consumer's hands.

This spread, I assure you, has gotten out of all rhyme and reason. Its great danger lies in the fact it can well become the fuse that will really ignite and accelerate the whole process of disintegration that has been going on for 30 years. As long as it exists, and until it is reduced, the temptations and inducements for the housewife to transfer her allegiance to the chain store—to the house-to-house baker—become tremendous. Add to it the abuses of our distribution. Up to 30% of our bread day-old in the grocery stores—with the housewife gambling only two out of three shots to get a fresh one—and about one shot out of 15 getting a stale loaf—and then, ask yourself honestly—what would you do?

The current distribution spread is without question the most serious threat this industry has faced in its history. What is most vital is that it has placed us squarely on the front seat of a merry-go-round. Round and round we go. As choice stores are lost to us in the most favorable aura we have created for chain and house-to-house baker—our sales go down, our distribution costs go up further and we widen and accelerate the whole process.

If this wholesale baking industry is to have any broad or bright future, the first challenge you must meet and solve is the challenge of price spread between ourselves and other distribution systems.

**Water Back Into The Well**

The time has come to fight openly and aggressively for this industry itself. To put more water back into the well in order that you may get more out of it.

I have explored your industry. I would like for a moment to explore your business.

Here are seven issues, definite issues—which you must face squarely in the future—problems which you must solve individually and collectively.

First, every one—and I mean every one, down to the last pan greaser in your plant—must put his shoulder to the wheel to fight for added consumption.

Second, you must find the key to becoming a low-cost producer.

The baker who can produce to the door for 9¢ per lb. is obviously that much better off than the one whose costs are 11¢. Every slight production advantage helps offset distribution advantage. This challenge is important for survival, not only to you as an individual, but to all of us as industry—to determine our place in the sun.

Third, you must fight high distri-

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-SIX YEARS



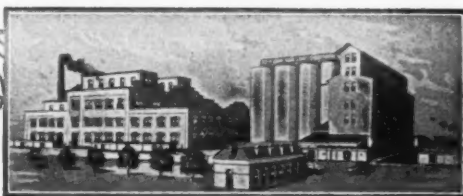
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

**T**HE quality of HUNTER FLOURS always stands out. That is as true today as it has been always in the long 76-year history of this company. It is our pledge to keep it so.

**THE HUNTER MILLING CO.**  
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY



# Yule Delight

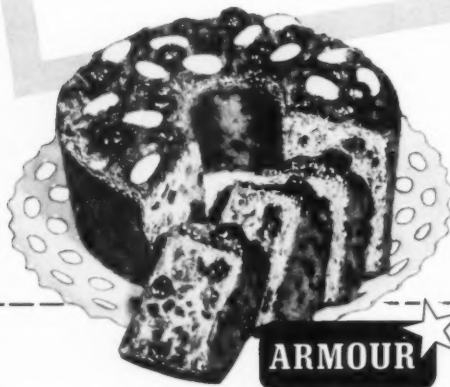
A FRUIT CAKE SUPREME...  
MOIST, JUST LOADED WITH  
DELICIOUS FRUIT AND NUTS

Turn the page for the

**ARMOUR**

**★ FORMULA**

Bake 'em NOW!  
**Yule Delight**



# Let ARMOUR Help You Bake a Better Fruit Cake!

## USE PURITY SHORTENING AND FORMULA BELOW

This month Armour brings you a new formula for a real Holiday money-maker . . . fruit cake. The *Yule Delight* is moist, rich with fruit, yet low in cost. Try it!

And when you do, be sure to use PURITY Shortening. It's the new shortening that gives best results at a saving of at least \$4 a drum over other top-quality shortenings. A special Armour process makes Purity smoother—for easier mixing and reduced mixing time. And remember, Purity is an all-purpose shortening.

Make your *Yule Delight* fruit cakes now. Use the formula here, or send for other fruit cake recipes and a Free full-color counter card by mailing coupon below.

PURITY and the other Armour products in the *Yule Delight* formula are just as close as your telephone and ready for overnight delivery. Call your Armour salesman now!

All Armour Products are sold on a money-back Guarantee. Try PURITY in your bake-shop soon. We guarantee satisfaction or your money back.

## ARMOUR YULE DELIGHT FORMULA

### Cake Batter

Ingredients	Lbs.	Oz.	Directions
1 Granulated Sugar PURITY Shortening Salt	2 1	2 2 1	Cream together
2 Cloverbloom® Whole Eggs	1	2	Add slowly to above mixture
3 Milk	1	2	Add slowly to above
4 Pastry Flour (well sifted)	2	8	Mix in to above. Then mix in previously prepared fruit mixture

5 Wash all fruit and nuts. Soak raisins and currants in cold water for about 3 hours. We suggest that 3 lbs. of fruit be used for every pound of batter. Bake fruit cakes in paper-lined tins at 250 to 275 degrees F. Glaze while warm and decorate with fruit.

### Fruit Mixtures

Mixture No. 1	Lbs.	Oz.	Mixture No. 2	Lbs.	Oz.
Candied Whole Cherries (red and green)	9	8	Candied Sliced Orange Peel	3	10
Sultana Raisins	4		Candied Sliced Lemon Peel	3	10
Walnut Pieces	1		Bleached or Malaga Raisins	5	
Sliced Citron	2		Blanched whole Almonds	3	10
Whole Pecans	1		Candied whole Cherries	2	8
Candied Pineapple (sliced in strips)	4		Currants	1	4
Blanched Almonds (whole)	2	8	Sultana Raisins	1	12
			Pitted Dates	2	8
			Vanilla		2 1/2

### Glaze Formula

Ingredients	Lbs.	Oz.	Directions
Water	2		Bring to boil for 3 minutes. Apply to cakes as they come from oven.
Glucose	2		Water may be replaced with fruit juice if desired.
Sugar (brown or granulated)	2		
Cloverbloom® Stabilizer		2	

1. Armour Bulletin of fruit cake recipes **FREE** 2. Fruit Cake Counter Card in full color



### MAIL COUPON TODAY!

ARMOUR AND COMPANY  
Bakery Sales Department  
General Offices, Chicago 9, Illinois



Please send me, absolutely free, your Armour "Holiday Cakes" bulletin and full-color Yule Delight counter card.

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



ARMOUR and Company

Bakery Sales Department  
General Offices, Chicago 9, Illinois



bution costs. The crux of our problem is in distribution costs. They have risen out of all rhyme or reason. You must resist tendencies to spread wider and wider. You must build up or eliminate non-profitable routes. You must achieve more intensive penetration of your market — you must find the answer to high sales. You must control distribution and resist unwarranted price rises.

Fourth, shoot for high route averages. The only known leverage we have on high distribution costs is high route averages. With continued price rises and easy money for our salesmen, our output per route in poundage per stop has declined dangerously. We must in some manner ally ourselves with our unions or win their cooperation to correct this condition. It has become so serious that business death is certain for those who cannot meet this challenge.

Fifth, you must intensify brand acceptance. Why is it some people will still buy our bread and pay 5¢ more for it than at the chain? Or, why will some still go to the grocery store when it can be delivered to the door for the same price?

There are two factors that account for this—one is convenience (thank the Lord) or the other is that they may believe for some reason or other that you have more value to offer. This is one challenge of the future. We wholesalers must make them want our bread — at any price! Make the most of your advertising—bake the kind of bread—render the kind of service that will make your products desirable over all others.

Sixth, you must get grocer cooperation. The grocer is in this fight as much as we are. Sooner or later he must be made to realize that it is his desire and demand for a type of service more costly than that given to his chain competitor that creates our problem. Outside of the field of costs, the greatest challenge that we must face is to find the way to reach and train this vast army of 355,000 grocery stores in the fundamentals of building more profitable bakery departments. We have got to enlist them in our army of "loyal loafers." It is our duty to provide them with the "know how" as well as with the desire to meet and fight their competition.

This matter of training grocers is no longer a recommendation—this is a "must."

Seventh, adjust to the changing form of distribution.

In all honesty, I don't know the answer to this one. I can only state that the baking industry is much like sex—nothing new has been added in 30 years. Meanwhile the scenery and the stage around us have changed. Self-service is characteristic of 85% of the business. Super markets and superettes control 78% of the grocery business, and large and small we handle them all.

Like the "mom & pop" stores, we price exactly the same for the 2-loaf stop as we do for the 2,000-loaf stop. Whether we like it or not, this is going to change — for some bright minds are going to find the solution. I think that one of the challenges of the future lies in this field. I predict as a result of it, we will see change in distribution format—new pricing and service methods—possibly combination house-to-house and wholesale bakers—new forms of bobtail distribution—platform bakers and all sorts of variations of our present distribution format.

In finding your way out of this "status quo" which I talked about earlier, the first step is a realization that upon your shoulders must fall



**The Choice of the  
Finest Hard Wheats**

The only mill in this great terminal market, Universal consistently offers:

**BETTER SPRING WHEAT  
AND DURUM FLOURS**

**DULUTH UNIVERSAL  
MILLING CO.**  
Duluth, Minnesota

**DIXIE LILY**

Plain and Self-Rising

A Flour Without Equal  
Anywhere

**The BUHLER  
MILL & ELEVATOR CO.**

- Mill & Gen. Offices, Buhler, Kansas
- Southern Regional Office, 934 Exchange Bldg., Memphis, Tenn.

**RUNCIMAN MILLING CO.**  
Successors to JONATHAN HALE & SONS, Inc.  
MANUFACTURERS OF FINEST  
**MICHIGAN SOFT WHEAT FLOURS**  
Plain and Self-Rising  
IONIA, MICH. PHONE 65  
Since 1856

**Miner - Hillard Milling Co.**  
WILKES-BARRE, PA.  
Manufacturers of  
**CORN FLOUR - CORN MEAL  
CORN SPECIALTIES**

Quality Millers Since 1879  
**BUFFALO FLOUR**  
THE WILLIS NORTON  
COMPANY  
WICHITA, KANSAS

**Lyon & Greenleaf Co., Inc.**  
MILLERS OF  
High Grade Soft Winter Wheat Flour  
Plain and Self-Rising  
LIGONIER, IND. NORFOLK, VA.

"RUSSELL'S BEST"  
"AMERICAN SPECIAL"

Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

**RUSSELL MILLING CO., Russell, Kansas**

**Michigan Soft Wheat Flour**  
Plain and Self-Rising  
**King Milling Company**  
LOWELL, MICHIGAN

**BLAIR'S** *Certified*  
FLOUR FEEDS  
**BLAIR MILLING CO., Atchison, Kans.**

# WESTERN STAR KANSAS STAR GOLDEN CREST



Doing things "naturally" is always best. Nature favors our territory with the finest baking wheats. So, naturally, you will find these Star flours exceptionally satisfactory in your bakery.

The **WESTERN STAR MILL CO.**  
SALINA, KANSAS

Established in 1912

**BROKERS**

**FLOUR AND FEED**  
Domestic and Export

**L. R. JEWELL & SON—"Flourists"**  
626-629 20 West 9th St. Building—L. D. 74  
KANSAS CITY, MISSOURI

**FLOUR DEPT.** Victor 0786 **FEED DEPT.** GRand 6952  
Cable Address: Jewellco

References: Any flour mill in Missouri, Kansas, Nebraska, Oklahoma or Texas

**A SERVICE DESIGNED FOR BAKERS**

55,000 square feet of public dry storage. Class A reinforced concrete building. Overhead sprinklers.

Specializing in handling of bakery ingredients and supplies, pie fruits and confectioners items.

Efficient truck deliveries and pool car distribution.

Five elevators providing expedited will-call service.

Dock capacity: 20 trucks. Rail capacity: 15 cars.

On Los Angeles Junction Railway rails with switching charges absorbed by line haul carriers.

Fully licensed and permitted by California Public Utilities Commission.

**FLOUR, INC.**  
4219 N. Produce Plaza, Los Angeles 58, Calif.



# Uniformity

the priceless quality in flour

yours always with . . .

## Acme-Evans Flours



ANGELITE—cake flour

COOKIE KING—cookie and doughnut flour

CRACKER KING—cracker sponge flour

GRAHAM KING—100% soft wheat graham

PASTRY KING—low viscosity flour

Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

### SPRING WHEAT FLOURS

## RED WING SPECIAL BIXOTA

## CREAM of WEST

PRODUCE BREADS WITH TASTE APPEAL

## THE RED WING MILLING CO.

RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.  
Flour Tested and Baked in Our Own Laboratory.



Country-Milled  
from Country-Run  
Wheat located in  
the heart of  
America's foremost  
wheat producing  
section.

INDEPENDENT  
OWNER  
MANAGED

The  
**WALL-ROGALSKY MILLING CO.**  
MEPHERSON, KANSAS

the responsibility not only for the direct management of your individual business, but for the management of your industry. In all fairness, I do not criticize your management of the past—whether it has been by trial or error—accident or skill. Most of you have handled it fairly well. Your presence here today—your very survival through these years when many already have fallen by the wayside, is evidence of that.

In the process, too, you have achieved prominence, prestige and even wealth. That's because in the free enterprise scheme of things these are what business men usually strive for.

However, having achieved them, I wonder if a change in philosophy isn't wise. The great philosopher, Socrates—thousands of years ago—said:

"If I could get to the highest place in Athens, I would lift up my voice and say, 'What mean ye, fellow citizens, that ye turn every stone to scrape wealth together and take so little care of your children, to whom you must one day relinquish all?'"

Perhaps Socrates was right, at least he gives us a thought. Having achieved eminence, position and prestige from these businesses of which we have been custodians, plus wealth and material things, perhaps the time has come for us to give thought to the heritage we will leave to those who come after us.

Whoever they may be, we have no right to impair their future or handicap their tasks. Our position today gives us no privilege to wreck this industry, or through bad judgment or poor management hobble your business. Perhaps the best heritage we can leave to those who follow us in management of tomorrow is the example of management perfection today.

It seems to me, if we strive for this objective, everything will come out all right. Profit and monetary award will be incidental and will come of its own accord as a natural result.

More and more today there is a growing consciousness that management is a profession—a science that requires definite techniques—an art requiring skills and tools performed by people possessing the proper qualifications plus an awareness of their responsibilities and a desire to increase their competence.

This, perhaps, is an unhappy thought to those who feel that their management has been an accomplished thing—who wish to coast or ride with the tide. This, I assure you, none of us can afford to do—and I further assure you, you will be unhappy doing it. Accept rather my objective or my dream of perfect management. Doing so will not only help you solve the problem of the day, but will give you a great heritage of true value to pass on. More than that, we must remember that the fun of management is found only in the challenge it has to face and in overcoming the obstacles it meets. Take this dream of perfect management. Accept this goal and you will find for yourselves in the challenges and in the obstacles of tomorrow more interest and more actual fun than you have ever had in all the previous years of your work.

For tomorrow is really all that counts. As May Ellen Kelly puts it, in a little country newspaper—

"Whatever would we do without tomorrow? The past, though usually nice to remember, is over and done with. The present is always tugging at us. But, tomorrow, that is the dreamer's paradise. Everything is possible with tomorrow; no dream too foolish—no goal too high!"

## ARNOLD

...of...

## STERLING

Mills and Sells

## "Thoro-Bread"

(Diastatically Balanced)

A very fine, strong, altogether uniform and dependable flour

ARNOLD MILLING CO.  
STERLING, KANSAS

The Standard Others  
Strive to Reach

## WHITE SWAN FLOUR

SPRINGFIELD MILLING  
CORPORATION

580 GRAIN EXCHANGE AT 6339  
MINNEAPOLIS • MINNESOTA  
Mills at Springfield, Minn.

## "Whitewater Flour"

Ground Where the  
Best Wheat Is Grown

WHITWATER FLOUR MILLS CO.  
Whitewater, Kansas

## E. P. MITCHELL COMPANY

Flour—Corn Goods

GRAND 1554

Dwight Building • Kansas City, Mo.

## "Victor-Champion-Frost King-Headliner

Family Flour De Luxe

## THE CRETE MILLS

CRETE, NEB.

You can make better bread with  
**SUNNY KANSAS Flour**

The WICHITA  
Flour Mills Co.  
WICHITA, KANSAS

## WHITE WHEAT

Low Protein Cake  
and Cookie Flours

AMENDT MILLING CO.  
Monroe, Mich.

HIGH GLUTEN FLOURS  
For Bakers

The Morrison Milling Co.

Denton, Texas

Emphatically Independent



PROUD OF YOUR PRODUCT?



Prove it  
with **CHASE**  
**MULTIWALL**  
Paper Bags

Are you proud of the high quality of your flour feeds or cereals?

You can give visible evidence of superiority by packaging in CHASE Multiwall bags. This preferred bag is backed by 107 years of CHASE experience...experience in developing the finest material and workmanship...experience in fine printing...experience in Multiwall bag manufacture that assures CHASE customers of QUALITY bags on every order.



Prove it to Your  
Distributors and Dealers...



Prove it to Your Consumers



Prove it to Your Balance Sheet

**IT'S THE PACKAGE THAT  
GIVES YOU THESE EXTRAS...**

1. Better appearance.
2. Clean, colorful brand printing.
3. More sales appeal.
4. Better protection for your product.
5. A bag designed for your specific problem.
6. Better acceptance of your brand.



**CHASE** BAG COMPANY 309 WEST JACKSON BOULEVARD • CHICAGO, ILLINOIS





*To You*  
*whose friendliness*  
*contributes so much*  
*to the pleasure of*  
*business—*

**Merry Christmas  
and  
Happy New Year**

**GOOCH MILLING & ELEVATOR CO.**  
LINCOLN, NEBRASKA



# PIKES PEAK

BAKERY FLOURS

*Peak Performance*

BACKED BY

*Superior Service*



*The* COLORADO MILLING & ELEVATOR COMPANY  
*General Offices:* DENVER, COLORADO

Mount Sopris  
and the Crystal River...  
Colorado Rockies



## 6th Bakers Forum Set for April 6-7

LOS ANGELES—The sixth annual Bakers Forum, sponsored by the Allied Trades of the Baking Industry of Southern California, will be held April 6-7, 1954 at the Ambassador Hotel, Los Angeles, it was announced by Jack McCarthy, Sugar Products Co., first vice president and general chairman for the event.

Committee appointments will be

announced at a later date, Mr. McCarthy said.

The number of sessions will be reduced from four to three. The Forum will be climaxed with a banquet on the evening of April 7, which will replace the luncheon. Gold Cup Awards will be announced and handed out by a celebrity.

—BREAD IS THE STAFF OF LIFE—

### STRIETMANN PROMOTIONS

CINCINNATI — Several promotions in its sales department were announced by Homer F. Harris, general manager, Strietmann Biscuit Co. Albert H. Strietmann, with the com-

pany since 1944, has been promoted from salesman to sales supervisor and assistant in sales analysis in the Cincinnati district; Donald S. Turner, sales supervisor in the Cincinnati district, is now division manager at Lexington, Ky.; Charles Downs, a salesman in Lexington, was promoted to sales supervisor at Louisville; Herbert Groff, formerly sales supervisor at Louisville, is now division manager at Bluefield, W. Va.; A. W. Rozier, a salesman, was promoted to sales supervisor at Columbia, S.C., and C. Okey Barnett, salesman at Huntington, W. Va., is now sales supervisor at Richmond, Va.

## FOOD PLANT MAINTENANCE SHOW SET FOR JAN. 25-28

CHICAGO—Maintenance problems in the food processing and packaging field will again get special attention at the next plant maintenance and engineering show which will be held in Chicago, Jan. 25-28, it was announced by Clapp & Poliak, Inc., producer of the show and the plant maintenance and engineering conference which will run at the same time.

Hundreds of new products, especially useful in the maintenance of food processing and packaging plants, will be on display in the booths. The exposition will take place at the International Amphitheatre while the conference will be held at the Hotel Conrad Hilton. Two round-table conference sessions have been set aside for exclusive consideration of food processing and packaging problems.

Among the sessions of special interest to the food field are "Planning and Scheduling Maintenance Work," "Maintenance Cost Control and Budgeting," "Preventive Maintenance," "Training People for Maintenance Work," "Organizing People, Policies and Procedures for Effective Maintenance," "Sanitation," "Work Measurement, Work Standards and Incentives," "Getting Management's Okay on the Maintenance Program," "Maintenance Labor," "Corrosion," "Hospitals, Medical Departments and First Aid Rooms," "Card Record and Analysis Systems," and "Waste Disposal."

Particular types of equipment used in the food field will get special attention at separate sessions. These include materials handling, mechanical service, lighting, power plants and electronic control equipment. Others include "Electrical Distribution Systems," "Methods of Handling in Maintenance Work," "Lubrication," "Stores and Storekeeping," "Maintenance in Plants Having Up to 25 Employees," "Plant Buildings," and "Janitor Work."

Advance registration cards may be obtained from Clapp & Poliak, Inc., 341 Madison Ave., New York 17, N.Y.

—BREAD IS THE STAFF OF LIFE—

### ARKANSAS BREAD PRICE UP 1c; NOW 15c A LOAF

LITTLE ROCK, ARK.—Most bread prices in Arkansas went up 1¢ a loaf recently in the first major price advance since December, 1950.

Three major bakeries, Meyer's Bakery, Colonial Baking Co. and Continental Baking Co. increased their 1-lb. loaf from 14 to 15¢. The 1¢ increase applied to most other packaged breads.

Franke's increased its 1-lb. loaf from 16 to 17¢. Other bakeries in south Arkansas also made the change.

Spokesmen for Safeway Stores, Inc., and the Kroger Co. said they didn't know whether they would increase the price on their private label breads. In addition to their own brands both carry bread products of the bakeries announcing the price increase.

Bakery spokesmen said the increase was made necessary by higher costs of labor, flour, shortening, wrapping supplies and gasoline.

For sections of western and northwestern Arkansas, where bread already was 1¢ higher the increase on the standard 1-lb. loaf was from 15 to 16¢.

Bakers said the price increases also were made in Tennessee, Louisiana and Mississippi.

No price changes were announced for cakes and pastries.

# Now-Look Here!

Use Wytase in both bread and buns because:

1. It makes the crumb whiter—you can *see* the difference.
2. It enhances softness—you can *feel* the difference.
3. It gives bread a full, rich flavor—you come back for more of those tempting slices.
4. It makes doughs more pliable—they machine better.

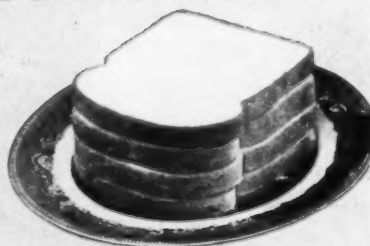
YES... it is no exaggeration to say that more bread is made with Wytase on the North American Continent than is made without it.

*Beautiful*  
**WHITE BREAD**

made with

**Wytase**  
REG. U. S. PAT. OFF.  
**DOUGH WHITENER**

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.



J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois



*Four  
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4

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- 1 SPRING AND HARD  
WINTER WHEAT FLOURS**
- 2 SOFT WHEAT FLOUR FOR  
CAKES, COOKIES, CRACKERS**
- 3 RYE FLOURS**
- 4 WHOLE WHEAT FLOURS**



*F*ROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.



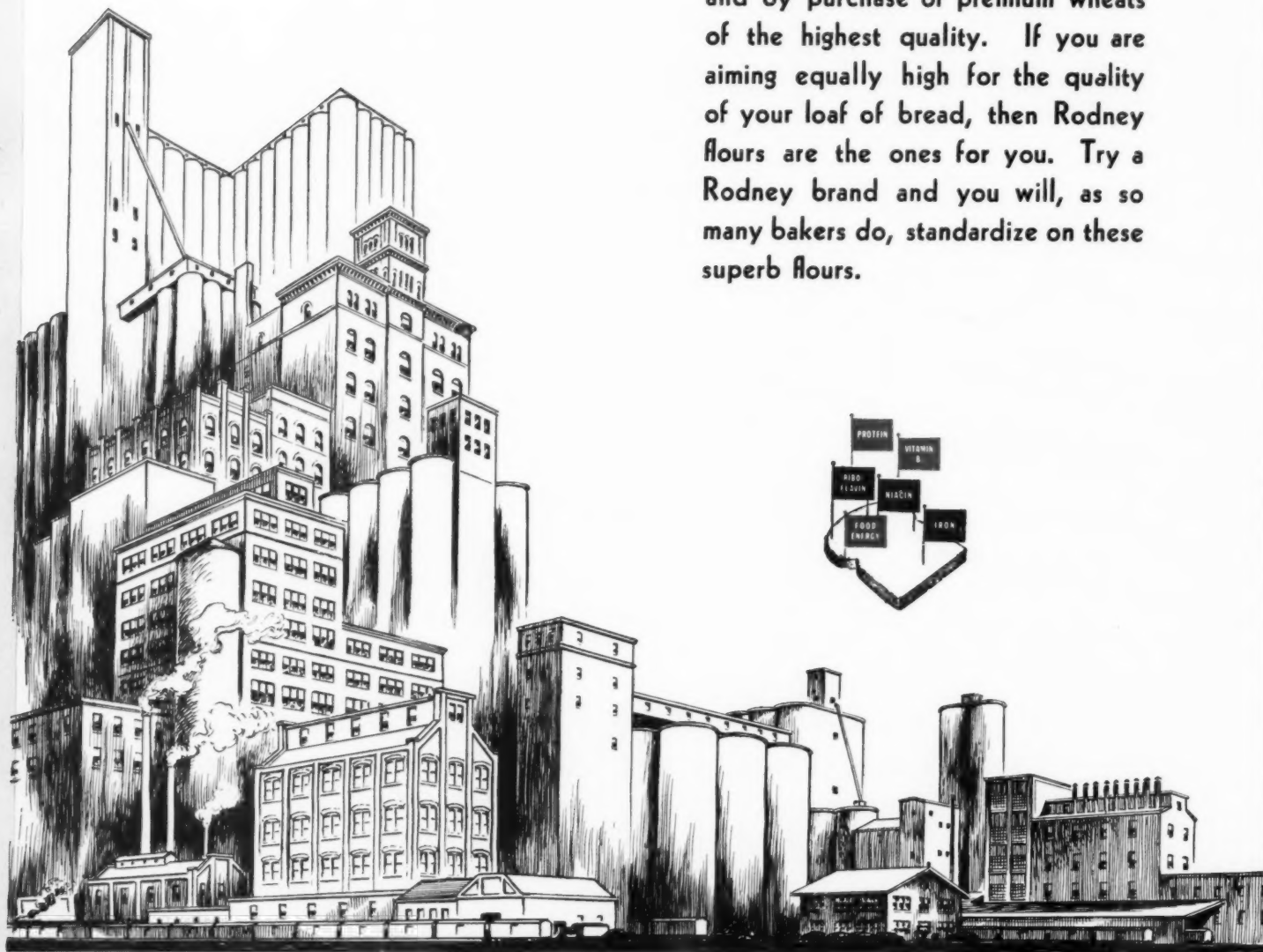
**B. A. ECKHART MILLING CO.**

CHICAGO, ILLINOIS

Sales representation in: BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, STAUNTON—VIRGINIA, ATLANTA—GA., AUGUSTA, GA., JACKSONVILLE—FLORIDA, GENEVA—NEW YORK, HARRISBURG—PA., PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, FORT WAYNE—INDIANA, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, MOBILE—ALABAMA, NEW ORLEANS



It is our purpose to make every single sack of Rodney flours a perfect foundation for the best loaf of bread in America. This is no idle boast. It is a business principle backed by expert milling, laboratory supervision, and by purchase of premium wheats of the highest quality. If you are aiming equally high for the quality of your loaf of bread, then Rodney flours are the ones for you. Try a Rodney brand and you will, as so many bakers do, standardize on these superb flours.



*Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the*  
**RODNEY MILLING COMPANY**

**KANSAS CITY, U. S. A.**

22,000 CWTs. DAILY CAPACITY • 5,750,000 BUSHELs STORAGE



## *Ring* the Baker's Doorbell

Fred Pascia, a veteran of the U.S. Navy, and a baker with over 20 years of experience, has opened the Royal Palm Bakery at Lake Worth, Fla.

Activities of Fuchs Baking Co., South Miami, Fla., are being discussed in a number of foreign countries. Many visitors from the baking industry in other lands have inspected the "push button" plant. Recently 11 Colombian students from the University of Miami toured the plant to study its operational methods and management policy. From the Royal Agricultural College of Sweden has come a request for a copy of the monthly house organ Holsum Dough.

The Land O'Palms, Inc., Miami, has been made Florida distributor for Peek, Freese, Ltd., producer of English biscuits. John N. Baccash is president of the importing firm.

The Art Doughtry Bakery, Daytona Beach, Fla., has been bought by R. W. Schumaker who comes to Florida from Sharon, Pa.

Miss Mary Lucille Harris and Bob Briggs are co-managers of the new Dixie Cream Donut Co. shop opened on College and King Streets, Jacksonville, Fla.

Basile Foods, Inc., 711 Central Ave., Albany, N.Y., has opened a shop devoted to a complete line of bakery products and other specialties at 579 New Scotland Ave., Albany. Most foods are prepared at the corporation's bakery on Central Ave., of which Mrs. Leonard A. Basile is general manager. Her son, Dominic Basile, is manager of the new store, which is the first of several retail outlets planned by the concern.

Frank's Bakery Shop has been opened in the Liverpool Shopping Center, Syracuse, N.Y.

Elmer Warner, veteran St. Louis baker has opened his fourth Warner-Noll Bakery which is located on Gravois Ave., close to the Black Forest Restaurant. The new bakery will offer frozen cakes, frozen specialties, pastries designed specifically for party service, and unusual stollens.

A new plant opening at 1422 So. Federal Highway, Hollywood, Fla., is to be operated as Miller's Bakery. The owners, Mr. and Mrs. L. E. Miller, formerly operated the Sherlock Bakery in Toledo.

Pechter Baking Co., 84 Washington Ave., Miami Beach, Fla., has installed new equipment and added three additional trucks. Morris Sklar is president of the company.

For the second time in seven months Holsum Bakers, Inc., Tampa, has been awarded the W. E. Long Trophy for top quality bread.

Arthur Parry has opened a third Parry's Bakery in Michigan City, Ind. The new one is in the Park & Shop Center, Coolspring & Franklin Sts.

Ray Parry, son of the owner, is manager of the Michigan St. unit. Art Radtke is manager of the day shift at the Tenth St. Bakery. Harvey Krantz is manager of the new Park & Shop Center unit.

The Deluxe Cake & Pastry Shop, Inc., Indianapolis, has opened a new unit at Speedway in the Stop & Shop Supermarket. The Deluxe firm grew

out of the Kraft Baking Co., which specializes in bread. The two firms operate in the same building but are separate. This is the eleventh unit in the Indianapolis area.

The Danish Pastry Shoppe has been opened at 909 49th Street, St. Petersburg, Fla., by William Lundmark. The owner, who was apprenticed at the age of 14 to a baker in

Denmark, completed his training in four years and at once became associated with Rubows Eft in Copenhagen, Denmark, where he served for three years. Rubows Eft was baker by appointment for the Danish Royalty. In 1929 Lundmark came to America and served as a baking instructor for the U.S. Merchant Marine. Later he operated a bakery in Milford, Conn., and has been connected with several hotels and restaurants.

The Palm Beach Pastry Shop located on the County Road, West Palm Beach, Fla., has been remodeled and air conditioned. It is again open-

## A Merry Christmas and a *HEALTHY* New Year



*"from the Makers of Fleischmann's Yeast"*



# DOWN THRU THE YEARS...

for **3** generations...

For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.

## "Golden Loaf" FLOUR

TENNANT & HOYT COMPANY  
LAKE CITY, MINNESOTA



MASTERPIECE - SWEET CREAM - VERY BEST



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**QUALITY** in ...  
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MILLS AT APPLETON, MINNESOTA

CHOICE OF MINNESOTA - BELMONT - STAMINA

ing under the management of Mr. and Mrs. George Monart, owners.

The Davidson Baking Co., Portland, Ore., has announced plans for construction of a new bakery at Salem, Ore.

Alderman's Bakery on Jensen Beach, Stuart, Fla., has been opened for the season. It is owned and operated by Mr. and Mrs. C. H. Alderman.

Ben and Al Karp are opening a bakery in Palm Beach, Fla. The place will be air conditioned.

Fire destroyed the North Star Bakery & Grill, Nome, Alaska, recently. Owned by Bob Renshaw and Ernest Gustafson, it was the only bakery on the Seward Peninsula.

Mrs. Bennett's Bakery, Snohomish, Wash., has been purchased from Gordon and Esther Bennett by Caspar Huck, recently manager of the bakery department of the White House Market, Bellingham, Wash.

Fire started by a defective motor caused \$1,500 damage to Wellington's Bakery, Aberdeen, Wash., recently.

The retail store of the Sylvester Bakery, Inc., Sylvester, Ga., has moved two doors north from its former location. Some new equipment has been installed.

Smoak's Bakery, Augusta, Ga., has reopened, after being closed three weeks for remodeling. The sales space was enlarged during that time.

Marion Holmes, owner of the Blue Moon Bakery & Grocery, Crawford, Ga., has announced the discontinuance of his bakery business.

H. Andersen has filed declaration of ownership of the Healthway Bakery, 1340 Nanaimo St., Vancouver, B.C.

Morris Langer has purchased the Hoffman Bakery, formerly run by John Hoffman at 3221 Meramec St., St. Louis.

Thieves removed a glass showcase top at the Freihofer Baking Co., Philadelphia, and stole two wrist watches and a camera. Paul Zeigler, plant manager, who discovered the theft, told police the articles were on

display as prizes in a safe driving contest. The watches were valued at \$67.50 and \$55 and the camera at \$30.

Cupp's Pastry Shoppe, 2823 Epperly Drive, Oklahoma City, has been sold to Lagrande Brothers. It is the only bakery in Del City, a suburb of Oklahoma City.

The Mission Bakers, Oklahoma City, has installed new doughnut equipment in their \$1 million plant.

Among the new bakeries opened in the Albany, N.Y. area recently are the New Holland Bakery, in the Whitestown Shopping Plaza, Oriskany Blvd. West, Whitestown, and Ted's Bakery, in the new Crestwood Shopping Center, Whitehall Road and Picotte Drive, Albany, N.Y.

Schuler's Bakery, 620 58th St., Kenosha, Wis., operated for the past 40 years by H. J. Schuler has been purchased by William and Gunther Findling who are operating as Findling's

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and friendly hospitality*

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**ROYAL PALM**

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- air conditioned rooms
- solarium • free parking
- radio in every room
- coffee shop & dining room
- entertainment & dancing nightly

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**J. Allen Smith & Co., Inc.**  
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FLOUR FLOUR

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**BAY STATE MILLING CO.**  
MANUFACTURERS OF  
HARD SPRING WHEAT & RYE FLOURS  
WINONA, MINNESOTA

Bakery. Mr. Schuler is retiring from business. William Findling has been associated with Mr. Schuler for 17 years. Gunther is his son.

Charles Swader and Henry Martinson, co-partners in the Sno-Wyte Bakery, 111 West Second St., have opened the Jolly Bakers Cafe, 111 East Second St., in Ashland, Wis.

Progressive Bakery Machines, Inc., filed a charter of incorporation at Dover, Del. Capital of the firm was listed at \$30,000. Corporation Trust Co., 100 West Tenth St., Wilmington, Del., is serving as the principal office.

Turner Baking Co., Durant, Okla., has added a delivery truck to its fleet.

Fred Montesi, president of Liberty Cash Grocers, Inc., purchased the Sam Schneider Bakery, Inc., in Memphis, which is now known as Memphis Baking Co. The \$25,000 transaction was handled in the name of the grocery firm which bought the assets of the bakery.

Vanderpool's Bakeries, Inc. of El Paso, Texas has recently been incorporated by J. E. Misenhimer, W. T. Misenhimer and Jack White. Capital stock is listed at \$10,000.

Thieves battered open a safe in the bakery and candy shop of Hanscom Brothers, Inc., Germantown, Pa., recently and made off with more than \$1,000.

A recent eight column spread in the Daily Leader, daily newspaper of Madison, S.D., featured the city's two bakeries, the Inhofer Bakery and the Istas Bros. Bakery. Mel Inhofer and Mel Istas are the owners of the two bakeries.

M. S. Haugen, owner of the Home-Craft Retail Bakery, Rapid City, S.D., recently completed instruction in cake decorating.

Mr. and Mrs. Earl Zorn are the new owners of the Redfield (S.D.) Bakery, having purchased it from Mr. and Mrs. Darcy Cook.

The Continental Baking Co., plans to erect an addition to its plant at 1920-30 East River St., Davenport, Iowa.

A grand opening of its new building was staged by Elmer's Bakery, LaMoure, N.D.

The Spudnut Shop, Ottumwa, Iowa, has been sold to Mr. and Mrs. Henry F. Oldfield by L. E. Gillen.

Allen's Bakery is the new name of the bakery purchased by Allen Simmons at Forest Lake, Minn.

The Winona (Minn.) Federal Bakery was awarded the Quality Bakers of America plaque for sanitation recently. Accepting the award was Wendell Fish, manager.

Herb Clausen, owner of Sterling Pastries, Austin, Minn., recently completed a course in cake decorating.

Bernard Natowitz, owner and operator of the Ideal Bakery, Watertown,

N.Y., for the past 19 years, has retired, having sold his bakery to Clifford Morey, who was formerly associated with bakeries in Syracuse, N.Y.

The Daylight Bakery, Providence, R.I., operated for the past 13 years by Louis Sottak, has been sold to Arthur Hunter, former Providence branch manager of Standard Brands, Inc.

Cliff Krause, has sold Krause's Upton Bakery, Minneapolis, to Lloyd Sorenson, formerly associated with Pillsbury Mills, Inc. Mr. Krause will

retain his interest in Krause's Inc., another bakery in Minneapolis which he operates in partnership with his brother, Bud.

Winston's Bakery, Frankfort, Ky., formerly operated by Mr. and Mrs. Winston Williams, has been sold to Leslie Magee of Maysville, and will be operated under the name of Magee's Bakery.

Fire caused several thousand dollars damage at Lewis' Bakery, Houston recently. It was the second fire this year at the bakery, and the

fourth that has struck it in the past 30 years. New owners of the bakery are Ruben Brand, Leo Brand and Irwen Basen. They bought it from Adolph Lewis a few months ago.

The Swanson Baking Co. plant at Willmar, Minn., recently staged an open house. Cookies from the plant will be distributed in Minnesota, North and South Dakota.

Twenty-year service awards were made to the following at a Sweetheart Bakery dinner at Bismarck, N.D.: M. J. Herrick, vice president;



## 3

# outstanding SAPPHIRE FLOURS

*constantly available to you from*

### MONTANA FLOUR MILLS CO.

		PROTEIN	ASH
<b>SUPER</b>	<b>SAPPHIRE</b>	<b>12.50</b>	<b>.40</b>
<b>Regular</b>	<b>SAPPHIRE</b>	<b>12.00</b>	<b>.40</b>
<b>Mellow</b>	<b>SAPPHIRE</b>	<b>11.40</b>	<b>.40</b>

You can choose from such flours as these, or have others milled to your own specifications for protein and ash.

	PROTEIN	ASH		PROTEIN	ASH
<b>SUPER</b>			<b>MELLOW</b>		
Super Sapphire	12.50	.40	Mellow Sapphire	11.40	.40
Super Judith	12.70	.42	Mellow Judith	11.75	.43
Isis Clear	15.50	.72	<b>DAKOTANA</b>		
<b>REGULAR</b>			<b>DAKOTANA high-gluten</b>		
Regular Sapphire	12.00	.40	Dakotana high-gluten	15.00	.45
Regular Judith	12.25	.42	<b>WHOLE WHEAT</b>		
King Grizzly Clear	14.80	.72	Sapphire Whole Wheat	15.10	1.60

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directly

# Montana Flour Mills Company

GENERAL OFFICES: GREAT FALLS, MONTANA • EASTERN OFFICE: 1635 MERWIN ST., CLEVELAND, OHIO



Raymond Lauber and Sally Hall; a 15-year pin went to W. W. Whitson, president and general manager, and Paul Raber, assistant secretary-treasurer and maintenance superintendent; 10-year pin, R. E. Tellinghusen, secretary-treasurer and accountant; and Mrs. Pauline Munson, five year pin.

Hanscom Baking Corp. has opened an outlet at 331 Central Ave., Jersey City.

The Cosmopolitan Club honored one of its members, Joe Sokoll, new owner of the Oven Gold Bakery, Watertown, S.D., in connection with the grand opening of his bakery.

Charles Sandstrom and Ernie Hill have taken over operation of Hendrickson's Bakery, Eveleth, Minn.

The Aurelia (Iowa) Bakery has been sold to Mr. and Mrs. A. Van Haften of Ottumwa, Iowa.

Sunlite Bakery, Carlsbad, N.M., has opened a branch bakery at Artesia, N.M. Managers are Mr. and Mrs. D. A. Seawright.

Assistant manager of the North Side Bakery, Boone, Iowa, is George Hilts II. Gene Pepples is the owner and manager.

An area supply depot for the Continental Baking Co. has been established at Loveland, Colo. J. W. Cypert is supervisor of sales in northern Colorado for the company.

Melvin Witt, owner of the Westby (Wis.) Bakery, has sold his business and moved to Kenosha, Wis., where he is associated in the bakery business with his brother, Willard.

A power knockout caused some consternation recently at Chiodi's Bakery, Albuquerque, N.M. The accident caused the bread-wrapping and other machines to run backwards.

The Star Baking Co., 417 South Tejon, Colorado Springs, Colo., was awarded the 1953 public service award by the American Dairy Assn. and the National Donut Month Committee in behalf of its contribution to the U.S. Department of Agriculture's current campaign to promote wheat and dairy products.

Voluntary bankruptcy of Samuel Breisblatt, cake baker of 1456 Arnow Ave., New York, was listed recently, giving liabilities \$59,828 and no assets except insurance.

#### BAKERY DRIVERS AID CHARITY, CIVIL DEFENSE PROGRAM

Nearly 200 San Francisco bakery truck drivers are cooperating in that city's civil defense program by volunteering to become emergency ambulance drivers in case of a major disaster. A plan is set up to convert their trucks into ambulances. The 200 represent 90% of all drivers employed by the San Francisco Bakery Employers Assn. In Minneapolis drivers for American Bakeries Co., Inc., recently distributed 1,200 coin boxes to Minneapolis grocers in behalf of the Minnesota Muscular Dystrophy Assn.

## AIB Course Slated for Allied Trades

CHICAGO—Not for bakers, but for their suppliers, is the short course in baking first on the 1954 schedule of the American Institute School of Baking. Called Baking for Allied Personnel, the two-week course will be a repetition of the one offered last January. It will be held from Jan. 18-29.

No attempt will be made to im-

part the craft of baking in a two-week period, but much time will be spent in the institute's bread and sweet goods shops in actual mixing and make-up experience. Other hours will be spent at lectures, demonstrations, scoring classes and discussion periods. The objective is to give sales and other personnel from companies which supply bakers' ingredients an overall picture of the operations of a commercial bakery. This training is designed to aid both sales and administrative personnel in understanding bakers' terminology, reporting bakers' troubles, and making adjust-

ments in the ingredients supplied. Familiarity with the techniques of their customers results in increased cooperation between suppliers and bakers, and often in suggestions for the solution of production problems or for an improvement in product quality.

Instruction will be given by the institute's school and laboratory staff. A complete listing of subjects to be taught, as well as other information about the course, will be supplied on request to the Registrar, American Institute School of Baking, 400 East Ontario St., Chicago 11.

# Baking for More Profit

*Bakery-Tested Ideas from your Fleischmann Man*



**Push sales with truck posters.** Bright, colorful posters featuring an unusual and delicious baked treat can brighten sales, too. Women are glad to be reminded of a forgotten favorite or a new type of baked goodie. Their problem of brightening menus is a daily one. They welcome suggestions, show appreciation by buying. Best of all for you, your truck advertising space costs nothing!



**How to "roll" up sales.** Hot rolls in the morning or at dinnertime have a fragrant appeal all their own. But many women don't know how to heat rolls properly. Include instructions with your package on how they can get added enjoyment from your rolls simply through warming. Don't forget, the impression your product makes on the housewife can be the key to increased sales for you.



**Produce sales with this Hollywood production.** In Technicolor, the new 16mm bakers' version of the smash hit featurette, "Land of Everyday Miracles," is a powerful tool. It promotes your products (see above), and your industry. It's yours to use now in your own community to convince influential groups in schools, churches, clubs. Prints available now from your Fleischmann Man.



**"Open House" opens customers' minds.** Every year or so, open your bakery to customer inspection by holding an "Open House Party." Be sure to invite members of clubs, PTA, church groups, etc. These people influence others, will help speed the trend to "Buying it baked." Offer samples of your products, too. You'll build goodwill and sales. Ask your Fleischmann Man for help.



## Korean GI's On-Job Training Still Open

CHICAGO—Bakery owners and allied trades are still able to cooperate with the government in offering on-the-job training to veterans under the Korean GI Bill. Veterans with active service anywhere in the world since the start of the Korean War June 27, 1950, are eligible for on-the-job training at a business which meets the requirements for a

"training establishment" under the law.

A business which meets the requirements for a "training establishment" is certified to the Veterans Administration by an appropriate state agency. Information of the requirements and what board or agency in the state makes the certification may be obtained from local offices of the VA.

To be eligible veterans must have had active military or naval service since June 27, 1950, at least 90 days of total service (or a discharge for disability incurred in active service),

and a discharge under other than dishonorable conditions.

The length of on-the-job training to which they are entitled depends on their length of service in uniform and also whether any of their service was in World War II.

The eligible veteran is entitled to monthly subsistence allowances of \$75 (no dependents), \$85 (one dependent), or \$105 (more than one dependent) where he undertakes on-the-job training in a certified establishment.

The law places a \$310 a month ceiling on the combination of job

earnings and government allowances. That is, should a veteran's training allowance plus his earnings as a trainee exceed \$310, the VA will reduce its allowance to the veteran accordingly. No ceiling in other words is placed on the job earnings.

The law further requires that an eligible veteran begin on-the-job training before Aug. 20, 1954, or two years after his discharge, whichever is later.

—BREAD IS THE STAFF OF LIFE—

## SOUTHEAST FLORIDA BAKERS' GROUP REVIVED

MIAMI—After being dormant for about 15 years, the Miami Bakers Assn. has been reactivated. The territory covered by the association has been extended so as to include bakers along the southeast coast of Florida, and the name under which the group now functions is South East Florida Bakers Assn.

President of the new organization is H. L. Grable, of Grable's Bakery, Miami. The vice president is Carl Eller, of the Hibiscus Bakery, Miami, and the treasurer, Fred Grimmig of Jacques Pastry Shop, Miami Beach. Secretary is C. O. Kinder, manager, Standard Brands, Inc., Miami.

Monthly dinner meetings will be held at which time a speaker will discuss some phase of the industry. At the November meeting the speaker was H. J. Patterson, bakery division vice president of Pillsbury Mills, Inc. A feature of the dinner was the cutting of a large cake baked by Fred Grimmig.

There are 40 charter members with more expected to come in before the first of the year. Dues have been placed at \$10 annually.

It is expected that by thus banding together the bakers can secure more and better legislation affecting their industry, and by presenting a united front achieve some things necessary for the betterment of the business but which cannot well be brought to pass while they act as individual units.

—BREAD IS THE STAFF OF LIFE—

## Dyer Booklet

NEW YORK—"The House That Dyer Built" is a booklet just published by B. W. Dyer & Co. to commemorate its founder's fiftieth year in the sugar business.

The foreword states, "The House of Dyer is the creation of one man—employer, father and friend—for his employees, family and clients. This booklet explains the nature of B. Wheeler Dyer's House."

The booklet concludes with the following passage: "The present B. W. Dyer & Co. is a monument to its founder. The house that Dyer built is well equipped to continue for many years as one of America's leading sugar brokerage firms."

## STROEHMANN BAKES

### PRESIDENT'S BIRTHDAY CAKE

WILLIAMSPORT, PA.—A birthday cake, six feet high, was one of the surprises which awaited President Eisenhower at the recent Hershey, Pa., celebration of the chief executive's 63rd birthday. The cake was made by Stroehmann Brothers Co. of this city. The cake itself was created in three tiers, measuring 105 ft. of cake area. On the top was a replica of the White House and across the front, highlighted in blue, was the greeting, "Happy Birthday Mr. President."



"Plan" to promote profits. Another plan to help you do it is ready now. *Good Housekeeping* recently ran a 16-page color feature on delicious ways to serve bread products. From that feature Fleischmann has produced a complete Merchandising Plan to help build your bread and roll business. It contains everything you need to promote these new, appetite-appealing ideas. All you have to do is get the complete free Plan from your Fleischmann Man and use it.



The variety way to profit. Jog customer menu planning out of the "white bread and cake" pattern. Tempt their appetites (and pocketbooks!) by offering a wide variety of sweet dough products. It's easy, using the 90 different, delicious varieties possible from one Fleischmann basic sweet dough formula. The opportunity is big—less than half of housewives surveyed served sweet goods even once a week. Variety can mean added enjoyment for your customers, more profit for you!



You get all these benefits from Fleischmann

- **Balanced fermentation** from a strain of yeast especially developed to assure the controlled action that's vital to proper dough conditioning, gas production, top quality.
- **Uniform baking results.** Careful quality control assures you uniform leavening action from every pound of yeast. "Impulse shoppers" become steady customers when they know they can get the same high quality day after day.
- **Bakery research** at the famous Fleischmann Laboratories to improve techniques, enhance product appeal and make baking more profitable for you.
- **Savings in time and labor** by using Fleischmann's 5-pound package of yeast—which saves you 68% of unwrapping time.
- **Selling, Production and Merchandising** services. A staff of experts, through your Fleischmann Man, helps you with sales training, production, formulas, merchandising—all to help you make more sales and profit from Baking!

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World's Most Experienced Yeast Maker



Member

## BREAD FORMS TOPIC FOR PITTSBURGH CLUB

PITTSBURGH — Claude Stratton, eastern bakery consultant, Pillsbury Mills, Inc., Minneapolis, spoke on "Bread Production Methods and Specialty Breads," at the evening dinner meeting of the Greater Pittsburgh Production Men's Club. Howard Baier, Pillsbury Mills, Inc., Pittsburgh, introduced Mr. Stratton.

Evolution of flours since 1905 was traced by the speaker who stated that in 1905 the first miller and bakers' organization was founded, but in 1915 the present American Cereal Chemistry Association's founding began present day flour evolution.

"Retail bakers should not copy wholesale bakers. Make individualized, specialized types of bread. Develop your bread loaf in beautiful design and of good make like you would in your home. Have good tasting bread and emphasize the three prime factors of making good bread, proper mixing, good fermentation and proper ingredients.

"The most amazing discovery made by me in my 40 years of baking technology is that you get a better loaf of whole wheat bread with the use of a

high melting shortening. It is an almost fool-proof loaf of bread and has the opportunity to kick in the oven and not melt in the steamer," said the speaker. A question and answer period followed.

—BREAD IS THE STAFF OF LIFE—

## HARRY F. PETERSMEYER ADDS SON TO STAFF

OAKLAND, CAL. — Harry F. Petersmeyer, frozen food broker in northern California, has announced that his son, Quayle Petersmeyer, is now associated with him and that the firm will be known as Harry F. Petersmeyer & Son. The office will remain at 1440 Broadway, Oakland 12, Cal.

The firm will continue to specialize in Oregon, Washington and California grown bulk fruits and juices (frozen and canned) for bakers and other commercial users.

—BREAD IS THE STAFF OF LIFE—

## DUNWOODY DEMONSTRATION

MINNEAPOLIS—Charles Keeney, Procter & Gamble Co., conducted a demonstration for the staff and students of the Dunwoody Baking School, Minneapolis, recently.

## "Diamond D"

Sheridan Flouring Mills, Incorporated  
SHERIDAN, WYOMING

A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.

"ROCK RIVER"  
RYE

"BLODGETT'S" RYE

"OLD TIMES"  
BUCKWHEAT

All Grades—From Darkest Dark to the Whitest White  
—Specially Milled by the Blodgett Family—Since 1848

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☐ SUPERINTENDENT  
☐ Wholesale ☐ Retail ☐ PRODUCTION ☐ OTHER .....

## GRIST GRINS



Another Russian innovation seems to be crossing the dove of peace with a mocking bird.

The junior member of a firm of lawyers went several hundred miles to consult a client. When he arrived he found he had unaccountably forgotten the client's name. He telegraphed his partner, "What is our client's name?"

Back came the answer: "Brown, Joseph T. A. Yours is Cole, Alfred R."

Two girl schoolmates met on the street after a long period of time. One exclaimed to the other, "I hardly recognized you, you're getting so fat."

"Well, I guess I would have to take off a few pounds to be a jockey."

"Jockey!" echoed her friend. "You'd have to take off a few pounds to be a horse."

The camp director was having his troubles with the gang assigned to him that summer. They questioned everything he did and offered better ways of doing it. His temper was frayed and ragged when the final straw was offered.

He had found a dead bird near the cook shack, and was carefully burying it when he realized that the very small son of the dietitian was an interested observer. Thinking he would teach the child a lesson in camp cleanliness, he asked kindly: "Do you know what I am doing?"

The youngster regarded him scornfully: "Yes, I know, but it won't do any good. It won't grow."

You can't measure a person's happiness by the amount of money he has. A man with ten million dollars may be no happier than the one who has only nine million.

We'll put up with off-the-shoulder gowns until they finally begin looking like they were off the hip.

A friend reports that a few evenings ago, in a traffic snarl, one of

the inevitable horn-tooters began blasting his horn. A man in a car alongside looked over and politely inquired, "What else did you get for Christmas?"

Perhaps the most observant person was the historian who noticed that Lady Godiva had a horse with her.

Neighbor: "Where is your brother, Johnnie?"

Johnnie: "He's in the house playing a duet. I finished my part first."

One morning Jones looked over his garden wall and said to his neighbor: "What are you burying in that hole?"

"Oh," he said, "I'm just replanting some of my seeds."

"Seeds!" shouted Jones angrily. "It looks more like one of my hens."

"It is. The seeds are inside."

One sunny afternoon two silent, lanky mountaineers met on a wooded trail. One stared at the other with a puzzled expression and inquired:

"Look here, David, what do you mean by shooting at me? I ain't got no quarrel with you."

"You had a feud with Abe Gordon, didn't you?" asked the other.

"Sure, but Abe's dead."

"Well," was the stern reply. "I'm his executor."

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WISDOM  
FLOUR  
High  
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Mills at Omaha, Grand Island, Fremont, Nebraska, and  
Alabama Flour Mills Co., Decatur, Alabama



## Virginia Bakers Seek Abolition of Special Offers

RICHMOND, VA. — A determined program to discourage the collection of bread wrappers, labels, bands or end seals by consumers has been undertaken by the Virginia Bakers Council, Inc.

The action follows the unanimous adoption of a resolution deploring the collection of wrappers, etc., in exchange for an offer of some kind, adopted at the fall meeting of the council.

The resolution adopted by the Virginia Bakers Council reads:

"Resolved, that on and after Jan. 1, 1954, it shall be considered as an act of unfair competition for any baker operating in the Virginia territory to use any wrappers, labels, bands or end seals which may tend to induce or encourage a buyer to purchase a particular brand of bread or other bakery products in order to save or make a collection of such wrappers, labels, bands or end seals. Wrappers, labels, bands or end seals may be used to advertise other products made by the baker, or to suggest different ways in which the bakers products may be used, such as recipe labels, etc. They may also be used to identify the products of a bakery with an advertising program or may carry slogans in the public interest. However, no baker shall, in any way, suggest or encourage the collection of any series of wrappers, labels, bands or end seals or offer or give albums or other similar media for saving or collecting such wrappers, labels, bands or end seals."

## OREGON UNIT DISCUSSES HOLIDAY SPECIALTIES

PORTLAND, ORE. — Some 200 bakers and guests attended a dinner meeting of the Oregon chapter of Bakery Engineers of America. Holiday specialties and recipes were discussed.

Mr. and Mrs. Joe Strickler arranged a baked goods display. Mr. Strickler is the northwest representative for Richardson & Holland, Inc., and is second vice chairman of the Oregon chapter.

Kay West, radio commentator for the Portland radio station, KEX, counselled the assembled bakers to actively promote their baked goods display for the holiday season.

Women feel, she said, that the preparation of specialty items in the home is too time-consuming and that professional bakers do a far superior job.

She stressed the importance of letting not only the customers but also the employees take samples of various items to eat in the evening when they are home and relaxed.

"Sometimes the simple matter of a salesgirl telling a customer from personal experience that a product is good will mean a sale you may otherwise have lost," Miss West said.

Bud Graham, Graham's Baking Co., Eugene, presented his formula for springerle, anise drops and honey dough. He was followed by Ted McGavin, McGavin's Bakery who discussed the preparation of French macaroons.

Fred Kappel, Kappel's Old Holland Bakery, outlined the formula for

Christmas stollen and fruit mix. He advised bakers to promote the "Merry Christmas Breakfast" theme as a stollen-promotion idea.

Howard Lightner, Ann Palmer Bakeries, Inc., exhibited and discussed the seven types of fruit cakes produced at his plant.

## FRANK BAGGENSTOS HEADS OREGON CLUB

PORTLAND, ORE. — Frank Baggenstos, J. J. Newberry Co. Bakery, Portland, was named the new president of the Oregon Bakers & Allied Trades Golf Club during the final din-

ner meeting held at the Top O'Scott Country Club.

Other new officers are Andy Leffleman, Beaverton Bakery, Beaverton, vice president; and Ted Somerville, General Mills, Inc.-Sperry division, secretary-treasurer. During the past season Mr. Somerville has been chairman of the handicap committee.

John Bottler, Sugar Crest Doughnut Co. and retiring president, was the most honored golfer for the 1953 season, winning the best low-net average of the season with an average score of 73 in the 18-hole division.

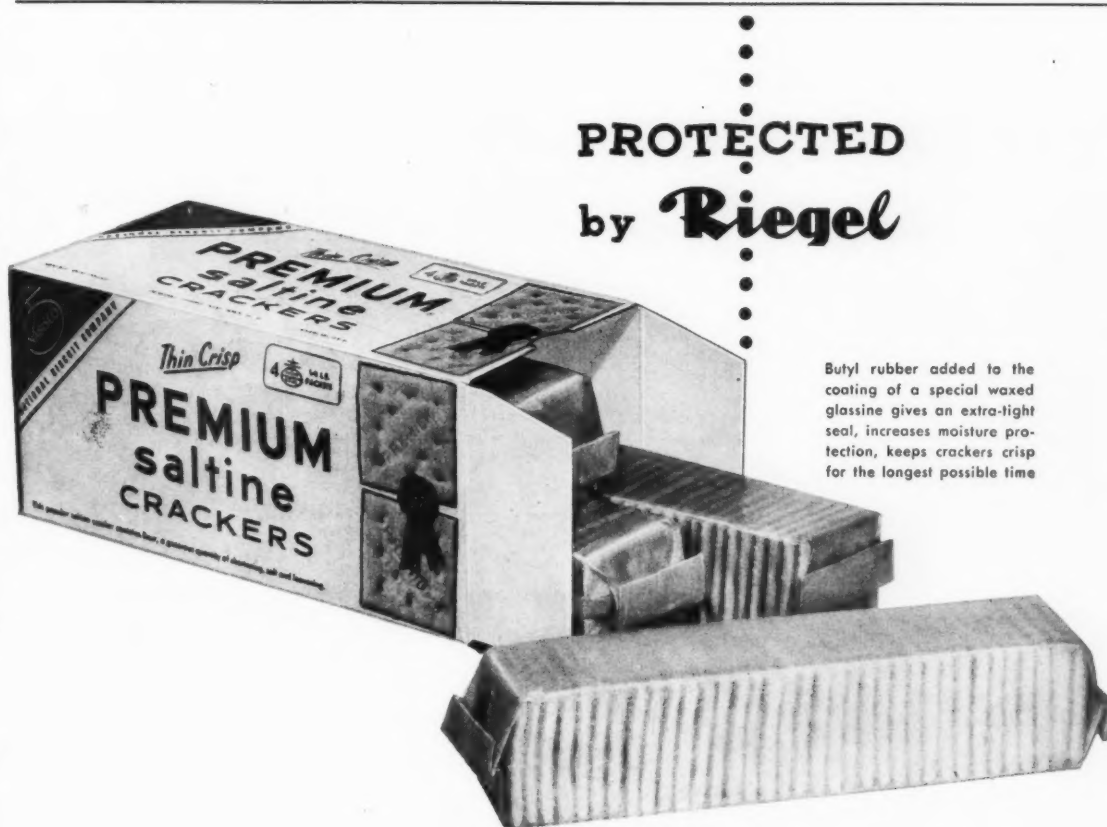
He received a permanent trophy and also the annual cup on which his

name will be engraved, together with the names of previous champions.

Another special trophy went to Andy Leffleman for the best low-net score of 35 in the nine-hole division.

## RAISIN SHIPMENTS RISE

FRESNO, CAL. — The October shipments of raisins to the trade in the U.S. and Canada totaled 27,251 tons, or 2,101 tons greater than October a year ago. This was reported by Norman J. Katen, manager of the California Raisin Advisory Board, from statistics compiled by the raisin administrative committee.



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## DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 46 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. Ammonia produces approximately 28% carbon dioxide gas and baking powder about 14%.

2. When invert syrup is used in cakes to replace part of the sugar, it must be kept in mind that this syrup contains 30% water.

3. A temperature of about 90-95°

F. is generally recommended for proofing bread.

4. As a rule, 5% cornstarch is added to powdered sugar in order to decrease the tendency for it to become lumpy.

5. Using milk stocks in cakes will improve the keeping quality.

6. The fat content of chocolate liquor should not be less than 50%.

7. A high grade cake flour should be used in making puff paste products.

8. Rye flour should not be stored over 90 days for best results.

9. A good pie crust should contain about 70% shortening based on the weight of the flour.

10. Glucose is not as sweet as corn syrup.

11. It is not possible to make good angel food cakes when dried albumen is used instead of liquid egg whites, either frozen or fresh.

12. Vegetable fats are about 97% digestible.

13. A mixture of two parts of shortening and one part flour, creamed together, is generally used

for greasing pans when making cakes with a high sugar-moisture content.

14. Most white bread sold today contains at least 40% moisture.

15. It is a good idea to prepare shells for custard and pumpkin pies from 10 to 24 hours in advance to allow them to dry out somewhat in order to decrease sogginess of the crust after the pies are baked.

16. Ammonia used in making French doughnuts as a leavening agent, darkens the frying fat.

17. True lemon extract is made from the oil found in the juice of the lemon.

18. Commercial gelatine is obtained from the roots of the cassava plant which grows in the tropics.

19. For baking purposes only a good grade of molasses should be used.

20. Appreciable alkalinity in water has a tendency to affect the gluten in a bread dough, making it stronger.

—BREAD IS THE STAFF OF LIFE—

## C. F. DINLEY NAMED HEAD OF PAN GLAZING GROUP

CHICAGO—"The aim of our organization is to search constantly for better methods of serving the pan glazing needs of bakers everywhere," stated C. F. Dinley, newly elected president of the recently established Independent Pan Glazing Association, Inc.

Meeting with Mr. Dinley were officials of independent pan glazing firms from all over the nation. They convened recently at the Conrad Hilton Hotel in Chicago to form the association.

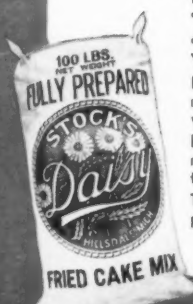
During the Chicago meeting, members established the purposes of their group. Emphasis was placed on the importance of maintaining high quality standards for raw materials and finished product.

Serving with Mr. Dinley, Metal Cladding, Inc., Buffalo, are: A. W. Hasenpflug, Cleveco, Inc., Cleveland, as vice president; and John J. Eisenhart, J. G. Roger Chemical Co., Baltimore, as secretary-treasurer. John Chesnik, who has a background of 20 years of industrial chemical experience, has been named executive secretary with offices at 546 S. Longwood St., Baltimore 23, Md.

## "Only water, salt and DAISY don't change"

Says J. S. Almond, Manager JACK FROST DONUTS

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It is not what we say—but what our customers say—that counts.

"We have been buying Daisy Donut Mixes for about 19 years now—and we are happy about the whole thing.

Your flour and service have been tops.

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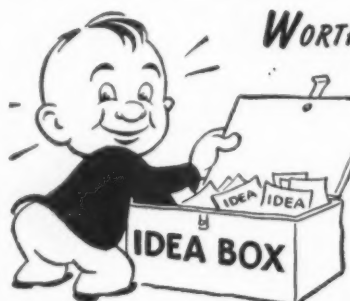
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**The American Baker**  
118 So. 6th St. Minneapolis, Minn.

### No. 3461—Catalog of Ingredients

A new 24-page descriptive catalog covering dairy products, nougat creams, bakery ingredients, and fountain toppings has just been published by White Stokes Co., Inc. Detailed information about the firm's dairy-based products is outlined. Also explained in detail are ingredients such as baker's creme, Kwik-Jel powder, Inverpectose and creme fondant. Check No. 3461 on the coupon, drop it in the mail and the catalog will be mailed to you.

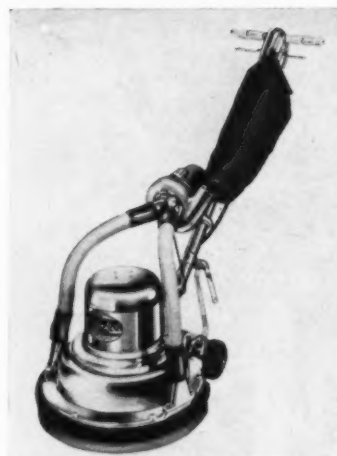
### No. 3460—Marking Machines

A new four-page brochure has been issued by Adolph Gottscho, Inc., maker of package code-dating and imprinting machines. The brochure describes the company's complete line of machines, from the manually-oper-

ated Rolamarker to the fully-automatic Markoprinter which prints complete display copy in one or two colors on up to five sides of cases as part of the packaging sequence. Photographs show the 20 machines in actual operation on production lines, as well as products and packages from A to Z bearing typical imprints. The brochure is available free on request if you will check No. 3460 on the coupon and drop it in the mail.

### No. 3459—Buffer Attachment

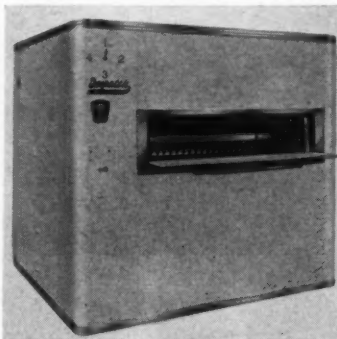
An attachment, called by the trade name, Buffer-Vac for the model P-15 floor maintainer now makes it unnecessary to sweep floors when polishing, steel-wooling or disc sanding, the Clarke Sanding Machine Co., has announced. The attachment is available separately and installs in a few minutes without special tools, the company states. The P-15 floor maintainer



is also available complete with the vac attachment. A specially designed head is equipped with a live rubber skirt which hugs the floor. This, in combination with a high speed heavy-duty Universal motor, provides maximum suction to pick up all loose particles even from crevices and cracks, it is claimed. An easy-empty type mole-skin bag holds dirt, dust, steel-wool particles or sanding dust removed from the floor during operation. The advantages of the attachment lie in its ability to vacuum and polish in one easy operation, company officials claim. Check No. 3459 on the coupon and more information will be mailed to you.

### No. 3462—Oven

The 1954 "Baker Boy" oven, manufactured by the Despatch Oven Co. has undergone some important engineering changes. This series has been streamlined to include rounded corners, porcelain panels and polished aluminum trim, top and bottom. Doors are lightweight aluminum with frames of heavy gauge stainless steel. The built-in shelf indicator comes as standard equipment. The chain drive transfers an even flow of power from the drive to the reel, eliminating jerky stops and starts, the company states. A convenient "slack take-up"



makes it easy to adjust the chain after years of service. The enclosed chain drive and shaft bearings are outside of the heat zone. Bearings inside and in the heat zone never require oiling. The oven is available in 4, 8, 12 and 18 bun pan sizes. Reel type design permits baking bread,

pastries and roast meats all at the same time. Gas or electric heating systems may be utilized. Check No. 3462 on the coupon and drop it in the mail to secure full details.

### No. 3463—Drive Assembly

Suggestions for mounting cylinder brushes for conveyor belt cleaning which are driven by a power take-off arrangement from the conveyor belt itself, are being offered by the Fuller Brush Company's industrial division. Designed for use with its Fullergrip conveyor belt cleaning brushes, this drive assembly plan eliminates the need for a separate power unit by tapping the conveyor head pulley, the company states. A countershaft, mounted across the conveyor supports (see illustration) is chain-driven at one end by the head pulley while the other end is connected by chain drive to the brush. The frame supporting the brush is suspended from the coun-

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| <input type="checkbox"/> No. 2752—Squeegee               | <input type="checkbox"/> No. 3464—Food Mixer    |
| <input type="checkbox"/> No. 3459—Buffer Attachment      | <input type="checkbox"/> No. 3465—Freezer       |
| <input type="checkbox"/> No. 3460—Marking Machines       | <input type="checkbox"/> No. 3466—Paper Samples |
| <input type="checkbox"/> No. 3461—Catalog of Ingredients | <input type="checkbox"/> No. 3467—Wrappers      |
| <input type="checkbox"/> No. 3462—Oven                   | <input type="checkbox"/> No. 3468—Tray Ovens    |
| <input type="checkbox"/> No. 3463—Drive Assembly         |   |

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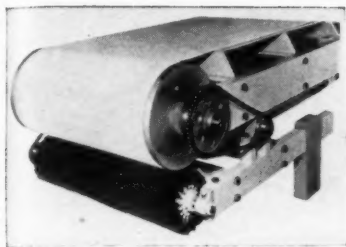
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tershaft in a manner resembling a Ferris wheel chair, with the brush at the front and adjustable counterweights in the rear. Brush pressure against the conveyor belt is controlled by moving these counterweights. Brush speed is varied by changing the diameter of any four pulleys. Field tests indicate that efficient conveyor cleaning depends upon a minimum 4-1 ratio of the peripheral brush speed to that of the conveyor belt. Fuller-grip cylinder brushes designed for use on conveyor belts are readily adaptable to this new system. Designed for specific conveyor belt cleaning tasks, these brushes are made in standard conveyor widths with a variety of core and shaft sizes and fill materials. For further information, check No. 3463 on the coupon and drop it in the mail.

#### No. 3464—Food Mixer

A new multiple-purpose food mixer, called by the trade name, Univex power food mixer, is being manufactured by Universal Industries. This bench type mixer, made to sell for about \$340, has a 20-qt. capacity, and is constructed of heavy-duty, welded steel, Duco finished in harmonious color. Of particular interest is the

planetary action principle of operation wherein the mixing unit revolves on an axis as it spins. The planetary action eliminates the possibility of "dry" spots that cause lumping and improper blending—especially with bread, pastry and pancake batters, the company claims. An automatic timer and triple-duty control switch permit positive control over mixing time; the machine shuts off automatically at the precise pre-determined time. A variable speed control without shifting of gears is provided. The multiple-purpose features include power take-off outlets which can be utilized for meat chopping, shredding, cutting, and for other attachments. A heavy ratio horse-power, capacitor-type motor provides smooth, non-interrupting service. The transmission head of the mixer is a sealed unit with long-life lubrication. Designed primarily for bench use, it is available with a custom-made heavy steel stand, 25 in. by 25 in., equipped with legs to keep it raised off the floor for easy underneath cleaning. Check No. 3464 on the coupon and complete information will be sent to you.



#### No. 3465—Freezer

The C. Schmidt Co. has just introduced a self-service case for frozen bakery products. It consists of a freezer case and unrefrigerated display section. Unfrozen and unwrapped merchandise is displayed in the unrefrigerated section, while directly under it, in the freezer, are packages of the same items frozen. This permits customers to see the merchandise. The freezer is 8 ft. long, 34 in. wide and stands 3 ft. 4½ in. high. The unrefrigerated display sits on top of the freezer and is 15½ in. high by 15½ in. deep. There are two sliding doors in the front that are used for serving the display (no merchandise is sold out of this section). The display and frozen food case are illuminated with fluorescent lights. The case is equipped with automatic defrost and has sufficient compressor ca-

capacity to hold ice cream. The company also recently announced a new method of defrosting freezer coils. The method is known as "selective defrost," making it possible to defrost whenever the baker wants to do so. By setting a device, the defrosting cycle starts automatically, and returns to the freezing cycle automatically. To get complete information about the freezer and the new defrosting method check No. 3465 on the coupon and mail it.

#### No. 3467—Wrappers

Pollock Paper Corp. has prepared a colorful display kit featuring samples of its new wrappers, called by the trade name, Mirro-Lite. A number of these transparent wrappers are included in this kit which is available without charge. The company claims these features for the wrappers: slick

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La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the three quarters of a century and more of their operation.

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high gloss finish, superior transparency, stronger brilliant printing, soft fresh feel and positive sealing. To receive this kit check No. 3467 on the coupon and drop it in the mail.

### No. 3468—Tray Ovens

Two tray ovens, recently installed in baking plants by the Petersen Oven Co., are described in a folder available without charge. The two ovens are the automatic single unit and the Ec-Tri-Flex, operating in the Milwaukee plant of the National Tea Co. and Raspante's Bakery, Utica,

N.Y., respectively. The folder pictures the two ovens and describes briefly how they operate and their specifications. Check No. 3468 on the coupon and the folder will be mailed to you.

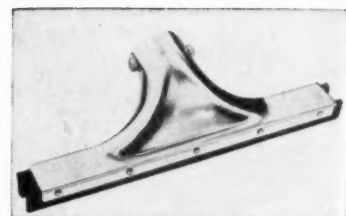
### No. 3466—Paper Samples

Samples of such paper products as glassines, greaseproofs, cake circles and white single-face corrugated papers in a handy reference file are being offered free to bakers by Chipewa Paper Products Co. From this file, just produced, the baker can choose the proper grade, weight and

color for his particular application. In addition—actual samples always at his fingertips permit the baker to make instant decisions, the company states. The file is designed so that it fits into a standard file cabinet and has an easily recognized index tab. Since the supply of these files is limited, it is suggested that bakers request their copies promptly. There is no cost or obligation. Check No. 3466 on the coupon and drop it in the mail.

### No. 2752—Squeegee

The Breuer Electric Mfg. Co. has announced its new Tornado one-



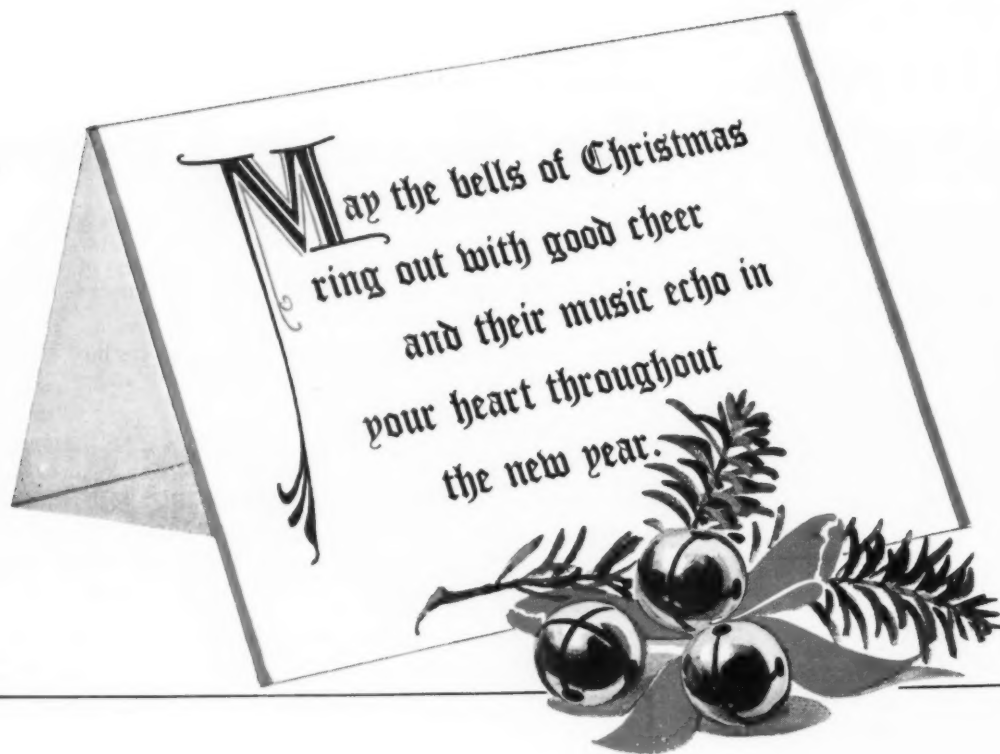
stroke squeegee for pickup of liquids with commercial and industrial vacuum cleaners. The squeegee features two neoprene blades at the front and three blades in the back that gather liquids on both forward and back strokes. Rubber blades are easily removed with four screws, and nozzles are made of highly polished cast aluminum and designed for straight line draw and maximum suction, the company claims. Squeegee blade lengths are 15 in. This same floor nozzle is also available with fiber shoes for use on concrete or abrasive floors, horse hair brushes for floor or carpet use, and felt or rubberized fabric shoes for use on highly polished floors and other surfaces which must be protected.

Literature and prices are available by checking No. 2752 on the coupon, mailing it to the address provided.

### Also Available

The following new products and services have been described in detail in recent issues of this journal. Information about them still may be obtained. Jot the appropriate number or numbers on the accompanying coupon and drop it in the mail.

- No. 3415—Decal, Meyercord Co.
- No. 3416—Vacuum cleaner, Multi-Clean Products, Inc.
- No. 3417—Container, I. D. Co.
- No. 3418—Coumarin replacement, Florasynth Laboratories, Inc.
- No. 3419—Topping, Fount-Wip, Inc.
- No. 3420—Ice remover, Monroe Co., Inc.
- No. 3421—Labels, Pollock Paper Corp.
- No. 3422—Electronic controls handbook, Photoswitch, Inc.
- No. 3423—Baking system, Petersen Oven Co.
- No. 3424—Pizza dough retarder, Dunhill Soda Fountain Corp.
- No. 3425—Wall washer, Ross & Story Products Corp.
- No. 3426—Fruitcake box, Tri-State Plastic Molding Co., Inc.
- No. 3427—Message repeater, Michigan Electronics, Inc.
- No. 3428—Trays, Sutherland Paper Co.
- No. 3429—Sugar in cake baking, Sugar Information, Inc.
- No. 3430—Sales promotions, Cappel, MacDonald & Co. and the William Morris Agency, Inc.
- No. 3431—Book on selling, Lloyd R. Wolfe, Publisher.
- No. 3432—Paint, Fyr-Kote Co., division of Morris Paint & Varnish Co.
- No. 3433—Reach-in refrigerators, Jordan Refrigerator Co.
- No. 3434—Baking method, Woods Bakeries, Inc.
- No. 3435—Coumarin substitutes, F. Ritter & Co.
- No. 3436—Stand-by unit, Stewart & Stevenson Services.
- No. 3437—Pallet, Molded Fiberglass Tray Co.
- No. 3438—Marking machine, Adolph Gottscho, Inc.
- No. 3439—Cellophane, Pie-Pak Co., Inc.
- No. 3440—Marker, Kiwi Coders Corp.
- No. 3441—Polyethylene bags, Plastic Packaging Co.



## National Yeast Corporation

*Frank J. Hale*  
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**American Flours, inc.**

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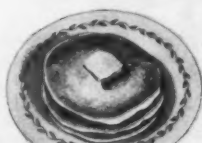


is She buying Flour ...



P/K Picture Sales Cards, a revolutionary new merchandising idea ... to put full-color appetite appeal into the sale of family flour ... to help you compete successfully with the mixes ... to increase shelf space in the store for your flour ... to pull customers to your brand.

or the PANCAKES  
She's Going  
to MAKE?



*That's easy... she's buying the vision of those crisp, light pancakes she's going to make and serve. If you want to sell her your flour, show her what she can do with it. Show her the pancakes she can make. And show her in mouth-watering full color, with Percy Kent Picture Sales Cards.*



*always something new!*

**PERCY KENT BAG CO., INC.**

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**PRESTON-SHAFFER MILLING CO.**  
MERCHANT MILLERS

ESTABLISHED 1865

**SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY**

*Also Choice Blue-Stem and Hard  
Spring Patents*

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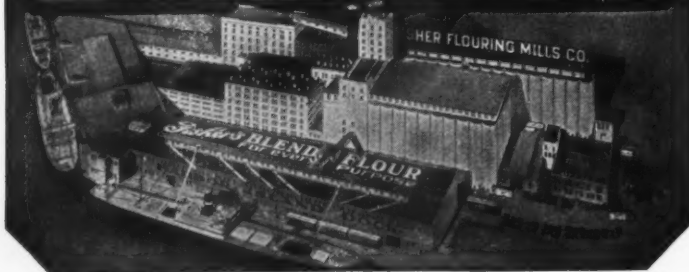
General Offices: WALLA WALLA, WASHINGTON  
Mills at Watsburg, Washington, Freewater, Oregon, and Athens, Oregon  
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**Fisher's**

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

**FISHER FLOURING MILLS CO., SEATTLE, U.S.A.**

Domestic and Export Millers  
CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, NEW YORK CITY



## ANSWERS TO "DO YOU KNOW?"

Questions on Page 40

1. **False.** Ammonia produces about 56% carbon dioxide gas and baking powder about 14%. The government standard specifies that baking powder cannot produce less than 12% carbon dioxide gas.

2. **False.** Invert syrup contains about 18-20% water. Its use in cake batter will prolong freshness as it is a hygroscopic ingredient.

3. **True.** These temperatures are usually recommended. However, we have seen bread proofed at 110-115° F. without seeming to hurt the quality of the bread.

4. **False.** Usually 3% cornstarch is added. Sometimes 1% tri-calcium phosphate can replace the cornstarch.

5. **True.** While the keeping quality is improved, many bakers have discontinued the use of stocks due to the fuss and mess necessary to make them. These stocks have generally been replaced by invert syrup.

6. **True.** U.S. government regulations specify that chocolate liquor must contain not less than 50% fat (cocoa butter).

7. **False.** A high grade bread flour should be used. A high grade cake flour would produce a heavy soggy product due to the lower quantity of protein.

8. **True.** It is the general opinion that rye flour deteriorates in flavor after 90 days storage.

9. **True.** An unleached pastry flour should also be used to produce the best results.

10. **False.** Both glucose and corn syrup refer to the same product. Therefore, they are equally sweet.

11. **False.** When properly manufactured dried albumen is used, excellent angel food cakes are produced.

12. **True.** Studies by the U.S. Department of Agriculture gave 33 vegetable fats an average digestibility of 97.1%.

13. **True.** A small amount of vegetable oil is sometimes added in order to brush the mixture on the pans easier.

14. **False.** The government standard for white bread specifies that it may not contain over 38% of moisture, one hour or more after baking.

15. **True.** It is also a good idea to use pie pans having some small holes in the bottom to eliminate puffing up of the crust during the baking of these types of pies.

16. **True.** The ammonia should be replaced with baking powder. When this is done, about 2½ times more baking powder should be used to replace the amount of ammonia called for in the formula.

17. **False.** True lemon extract is made from the oil of lemon which is found in the cells near the outer surface of the lemon rind.

18. **False.** The raw materials for the manufacture of commercial gelatin are obtained from three sources, namely, hide trimmings, bone stocks and pig skins.

19. **True.** The main reason for using molasses is for the flavor. Therefore, a good grade having a pleasing flavor should be used. The color should be a medium brown, a low grade molasses is generally very dark and has a distinct bitter taste.

20. **False.** It will produce a weaker dough. The addition of a small amount of vinegar to the dough will aid in overcoming the disadvantage of using such water in bread making.

**TO MEET EVERY  
ENRICHMENT NEED**  
Easily  
Economically • Accurately

**VEXTRAM**

Brand of Flour Enrichment  
The ORIGINAL, Low-Ash, Starch  
Base Enrichment Mixtures

- ★ For uniform enrichment of flour, macaroni products, corn meal and grits to government standards.
- ★ Stability of vitamins assured by VEXTRAM's pH control.

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**Sterwin Chemicals, Inc.**

Subsidiary of Sterling Drug Inc.  
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**SPECIALISTS IN FLOUR ENRICHMENT, MATURING AND BLEACHING**

**The J. C. Lysle Milling Co.**

MILLERS OF

**HARD AND SOFT WHEAT  
FLOUR**

SINCE 1874

**Leavenworth, Kansas**

**Evans Milling Co., Inc.**

INDIANAPOLIS, IND. U. S. A.

Manufacture Kiln-Dried  
DEGERMINATED CORN PRODUCTS  
Capacity, 16,000 Bushels

**for ALL your flour..**

SPRING... HARD WINTER... SOFT WHEAT

**THE BEARDSTOWN MILLS  
COMPANY**  
BEARDSTOWN, ILLINOIS

**Moore - Lowry Flour Mills Co.**

Kansas City, Mo.

**PRECISION-MILLED FLOURS**

**STAR OF THE WEST**

One of the Best

**MILLING COMPANY**

NIGHTINGALE and STAR Patent Flour  
Phone 2131 Frankenth, Mich.

**Interstate  
GRAIN CORPORATION**

KANSAS CITY  
ENID • FORT WORTH  
CAPACITY 5,000,000 BUS.

**"SLOGAN SPECIAL"**

*The Quality Baker's Flour*  
**Oklahoma Flour Mills Co.**  
EL RING, OKLAHOMA



*Performance Tested...*  
*Performance Proved*  
**IN THE BAKERY**

*Your Bakery Deserves the Best!*

**THE KANSAS MILLING COMPANY**  
**WICHITA • KANSAS**

Mills at Wichita, Cherryvale, and Moundridge, Kansas—Marion, Ohio  
CAPACITY: 12,000 CWTs. • STORAGE: 4,500,000 BUSHELS



## Milwaukee Yearned

# Poehlmann Bakery Notes 100th Year of Business —And Got Its Rye Bread

MILWAUKEE—The Jos. Poehlmann Baking Co., Milwaukee, observed its 100th anniversary of business, celebrating the event Oct. 12-17 by featuring many of its specialties, and presenting each customer with a plastic cake knife and server, and the kiddies with colorful pencils, each calling attention to the anniversary.

Local newspapers cooperated with the bakery by running Sunday feature stories on the history and development of the bakery and the baking industry in Milwaukee.

Poehlmann's history dates back to 1853 when the late Friederich Poehlmann opened his first shop on what is now East Ogden Ave., and which

remains as the site of the present Poehlmann firm. Founder Poehlmann had come to Milwaukee with his wife from his native Bavaria three years before, making the trip across the Atlantic by sailboat, and from the East coast to Milwaukee by canalboat. Rigors of the trip apparently had left their mark on Mrs. Poehl-

mann as she became ill with cholera soon after arriving, and died shortly thereafter.

Mr. Poehlmann's first bakery was a small frame building. Its customers included Indians who still lived in and around the city. These Indians often times provided the promotional vehicle for Mr. Poehlmann to publicize his shop and attract customers. Often he would conduct a target practice for the red men in front of his shop. They would shoot for pennies with their bow and arrows. The crowds attracted naturally sated their appetite from among the breads and rolls featured by the bakery at that time.

### Demand Rose for Rye Bread

It was during these early days that an ever increasing German population was clamoring for the kind of "roggenbrot" that they had enjoyed back in the "Vaterland." This was a hearth-baked rye.

Up to then no rye bread had made its appearance on the local scene, and the millers who operated in the area were not milling rye flour. However, investigation by Mr. Poehlmann discovered for him a miller in Cedarburg, Wis., about 18 miles north of Milwaukee. To learn whether it was the rye suitable for "old fashioned" rye bread such as demanded by the Germans, Mr. Poehlmann set out on foot to visit the mill. Three days later he returned behind a team of oxen that were pulling a cart with three bags of rye flour—the first rye flour ever to come into the city.

It was a great day for the Germans when Fritz baked the first loaves of rye bread for them. Newspapers ran stories declaring "Ein feiertag für die Deutschen, das erste roggenbrot in Milwaukee" . . . "A holiday for the Germans . . . the first rye bread in Milwaukee" had been baked by the "Bakery of Baeker Fritz on Yankee Hill." Yankee Hill was the identification given to Milwaukee's upper east side at that time.

### Josephine Became a Partner

Not only did Cedarburg produce the needed rye flour for Baeker Fritz, but also his second wife . . . Josephine. She was a friend of a farmer in that area who brought her to Milwaukee to visit a dentist. Enroute back home the farmer, who had been a neighbor of the Poehlmann family in the old country, dropped in to visit with Fritz and enjoy a glass of wine. He brought Josephine along and introduced her to Mr. Poehlmann.

It took only three dates with the young lady to convince Mr. Poehlmann that "she was for him." He proposed, was accepted, and she became his life-long partner in the baking business.

### Joseph Buys Out Business

At his death in 1884, Mrs. Poehlmann continued operation of the bakery, assisted by her three sons, including Joseph, the oldest of the three. After eight years Joseph decided to buy out the family and operate the business himself. This arrangement continued until 1922 when he formed a family corporation with his own four sons and a daughter. The firm became the Jos. Poehlmann Baking Co., and was headed by Joseph until about nine years before his death in August, 1950. During those nine years he was chairman of the board and was looked to for advice and counsel by his family in operation of the business.

Mr. Poehlmann had been associated with his father and mother in the bakery from the time he was old enough to work and as a lad had delivered baskets of rolls and bread

# Since 1928 Valuable BROLITE Ingredients ...for Bakers

**Used by LEADING BAKERIES**

**Vita-Plus White Culture**  
Conditions dough for perfect fermentation. Extends tolerance of dough. Whitens crumb color.



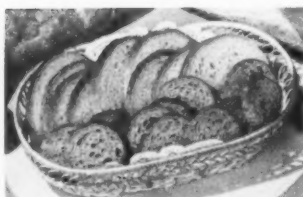

### Rye Sours

For outstanding rye bread volume, improved grain—simplified production. Seven types available.



### Brosoft

A tenderizing agent with high powers of emulsification and dispersion. Contains Mono- and Di-Glycerides, Lecithin and associated Phosphatides (vegetable emulsifier).



### Brolite

For better flavor in Cakes, Cookies, Sweet Yeast Doughs, Icings, etc. 5 types of different strengths and percentages of buttered culture.



### White and Cocoa Fudge Bases

For Hi-Gloss, Flat type and Butter Cream icings of better flavor, easier handling. Economical.



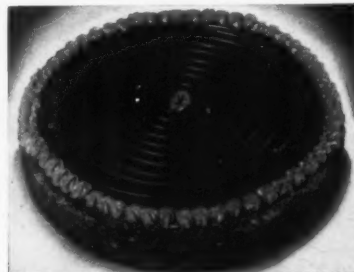
### O. B. Stabilizer

A convenient stabilizer and thickener for Meringue Toppings, Icings, Glazes, Butter Cream, etc.



### Pie Dough Culture

Makes a drier dough with improved machining qualities. Produces a rich, flaky crust with improved color. Reduces tendency to soakage in crusts.



Other Brolite products include SUPERSHORT with the all-vegetable emulsifier.

Demonstrations by our trained bakery technicians available in your shop.

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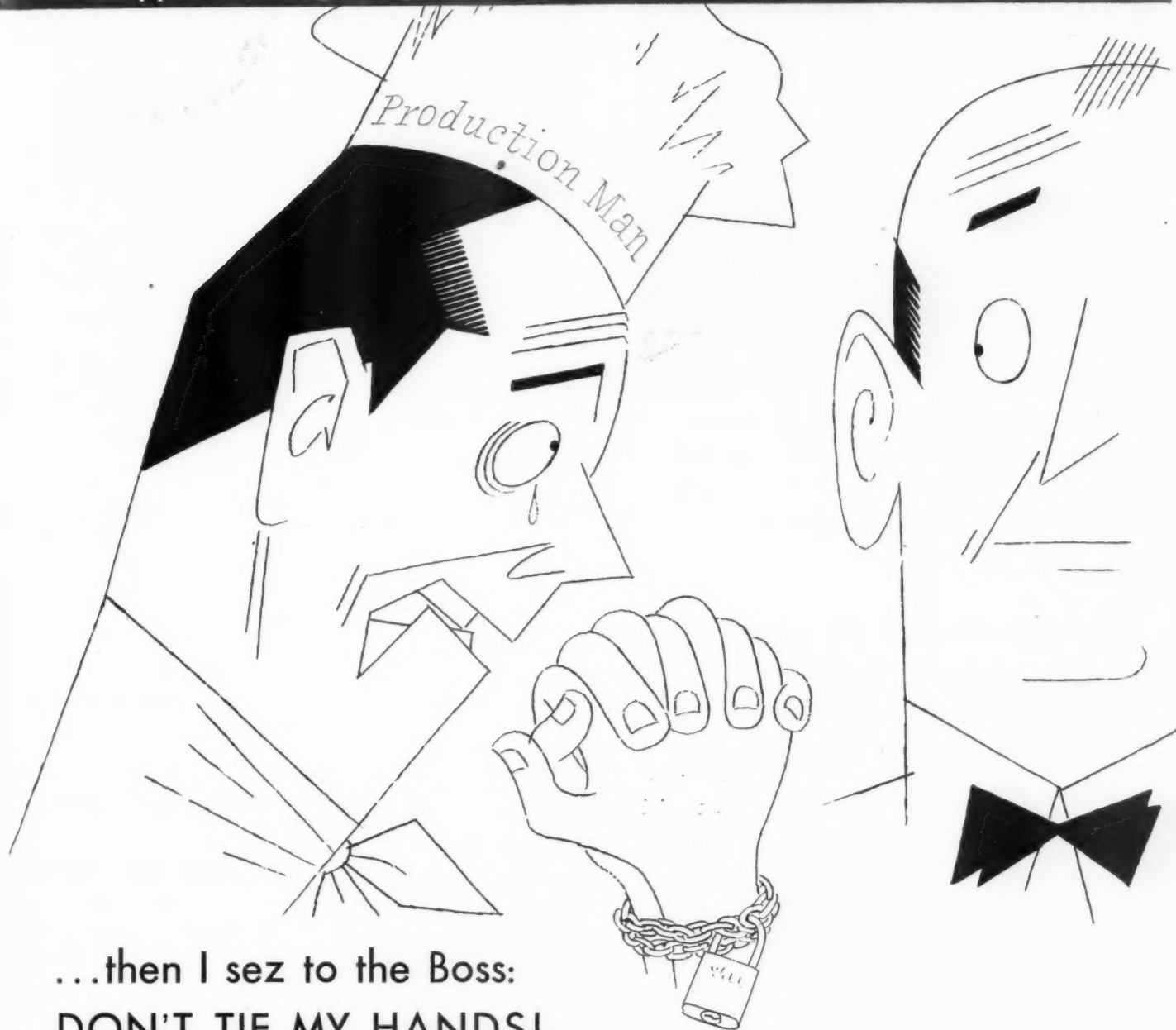
518 First Ave., North  
Seattle 9, Wash.

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If the bakery production managers bought the flour, they tell us we couldn't make enough **DRINKWATER FLOUR!**



...then I sez to the Boss:  
**DON'T TIE MY HANDS!**

Before you go shopping for "flour bargains"  
give me at least 50%\*

## **DRINKWATER FLOUR**

When you're right down there to watch perfect brown loaves coming out of the ovens—you know what made 'em perfect! That's why I gotta have *some* Drinkwater!

MORTEN MILLING CO., DALLAS, TEXAS

*\*P.S. ....and 100% is better if you want to make the best loaf in town!*



*high altitude spring wheat—plus four generations of milling experience—plus a modern mill—result in TRISCO flour—for bakers who want a mellow-type flour of superior quality.*

**TRI-STATE MILLING CO.** Rapid City, S. Dak.

**107 YEARS OF MILLING EXPERIENCE  
PLUS MODERN LABORATORY CONTROL  
ASSURES THE BAKER EXCELLENT RESULTS WITH:**



HUMMER—Spring Hi-Gluten  
LIBERTY—Short Spring Patent  
BEST PATENT—Standard Spring Patent  
SPECIAL—Extra Strong Spring Patent  
STRONG BAKERS—First Spring Clear  
CAKE and PASTRY FLOURS  
RYE—White - Medium - Dark

**GEORGE URBAN MILLING CO.** BUFFALO, N. Y.



**POEHLMANN'S OLD AND NEW**—Here are views of the original and present shops of the Jos. Poehlmann Baking Co. stores in Milwaukee. The original shop was located on what is now East Ogden Ave., home of the present bakery headquarters and main shop. Friederich Poehlmann, founder, is shown on the bottom step. His wife, Josephine, is on the upper step at the far left. The other people are employees. The present bakery, shown in the other photo, was built in 1924.



to customers. During the early years of the shop this delivering was done by foot and required the lad to start on his route about 4 a.m. Later, when a horse and cart were added, it permitted young Joseph to make his route "in style" and, at the same time increase the number of people served.

The growth in popularity of the Poehlmann rye bread followed to some extent the growth of Milwaukee's brewing industry which whetted the appetite for rye bread and cheese, sausage, and other "delicacies" with beer, for Milwaukeeans as well as its visitors. At one time the palm garden of a now famous Milwaukee brewery had a standing order for 250 loaves of Poehlmann rye bread each day to take care of the lunches for the excursionists coming via boat on Lake Michigan from Chicago to visit Milwaukee and the brewery.

#### Expansions

With the increase in demand for its bread and rolls, and for other bakery products as they were added, the Poehlmann bakery enjoyed a steady growth that necessitated several expansions. In 1924 it erected its present modern two-story brick building which houses its production quarters and main store.

Growth of the business expanded it from a single store operation to a wholesale-retail business which, in

1930 included six stores. During World War II, however, it was necessary to consolidate some retail operations and eliminate its wholesaling because

One of Your  
**BEST**  
Sources of  
FLOUR...



As Near to  
You as Your Telephone!

• **HOSTESS  
SUPERCake**  
SPECIAL CAKE FLOURS

**QUALITY  
UNIFORMITY  
LABORATORY CONTROL**

**THE  
MENDEL MILLING CO.**  
TOLEDO, OHIO

GAfield 6707 CALL COLLECT

**CONTINUING A TRADITION OF UNSURPASSED  
QUALITY IN SOFT WHEAT FLOURS with...**

**a Cake and Cracker  
Flour for every  
Purpose ...**

**VALIER & SPIES Milling Company**

SAINT LOUIS

MISSOURI

### BAKERY-SPONSORED TEAM WINS U.S. TITLE

**SILVERTON, OHIO**—The baseball team sponsored by Perkins Bakery, Silverton, Ohio, a Cincinnati suburb, was honored by the village council for winning the championship in the national Class C knothole baseball competition. At a council meeting, Mayor Wilmer F. Carmichael presented each team member with a copy of the council resolution and an enlarged group photograph of the team.

of the shortages of raw materials.

At present four retail outlets are in operation, the main shop at its headquarters at 528 East Ogden Ave.; a downtown combination coffee and pastry shop on East Wells St. at the bridge over the Milwaukee River; on West Center and North Third Streets, and on West Wells and North 27th Streets.

Starting with its founder, Fritz the Baecker, the Poehlmann operations have been based on a policy of quality in the goods produced. Also uppermost in the mind of the founder, as is the case with the present operators, has been the importance and necessity of trade associations at local, state and national levels, in order to enjoy the benefits provided by them.

While the founder did not have the benefit of an association to help him with promotion ideas, he nevertheless passed down his convictions in this direction as exemplified by his early methods of advertising of using Indian target practices to attract business.

His son, Joseph, carried on, and showed his progressiveness by taking membership in the Associated Retail Bakers of America when it was organized, and not only holding membership in the local and state groups when they were organized, but also taking an active part in their operation by holding several important offices. Mr. Poehlmann headed the national group for one term; the Wisconsin Bakers Association, Inc., for 14 years; and the Milwaukee Retail Bakers Assn. for 17 years, also serving as the latter group's secretary for 20 years.

In turn, Joseph's son Fred, who now is president of the Poehlmann bakery, has also been honored with numerous offices in the various associations, and has served on many committees at the local, state and national levels. In 1951 when ARBA held its annual convention in Milwaukee, Fred served as general convention chairman. He has also been president of the Wisconsin group, and now serves as treasurer.

In addition to grandson, Fred, who is president and production manager, other members of the Poehlmann family active in the firm are Fred's sister, Eleanor, who is second vice president; brother John, who is first vice president; another brother, Walter, who is treasurer, and brother, Herbert, who is secretary.

To celebrate its anniversary, the Poehlmanns enjoyed a family dinner at which 27 members attended.

—BREAD IS THE STAFF OF LIFE—

### JOINS PARROTT & CO.

**SAN FRANCISCO**—Parrott & Co., San Francisco, northern California broker for Holly Sugar Corp., announces the appointment of Clyde Marshall as sales representative. Mr. Marshall will work under the direction of A. E. Klein, manager of the sugar department, and will be pri-

marily engaged in calling on the industrial trade. He has had five years of sales and merchandising experience with California Packing Corp.

—BREAD IS THE STAFF OF LIFE—

### PALACE BREAD COMPANY BEGINS \$320,000 PLANT

**CALGARY**—Palace Bread Co., Ltd., Calgary, Alberta, is now erecting a new plant at a cost of \$320,000 on 58th Ave. Southeast at 2nd St. The plant will be one story in height and 500 ft. by 130 ft. It will consist of plant, office and garage facilities. The building is of concrete construction and will occupy a three-acre site.

### GENERAL BAKING PLANS SPRING PLANT OPENING

**SPARTANBURG, S.C.**—Construction is well under way on the General Baking Company's new \$1,600,000 plant here.

Mr. Sauter said the company had decided to increase its new plant size and investment here from 45,000 to 70,000 ft. of floor space and from \$1,000,000 to \$1,600,000 "because of the promise of the trade area and its possibilities. We see a much larger business potential now than we envisioned at the time we first launched our plans here."

Joseph Sauter, director of engineering for General Baking, said that plans are being pushed for the completion and opening of the plant early next spring. The site of the plant covers 13 acres.

General Baking is operating at the present from the former Becker's Bakery plant here.

The new plant here will be the first Bond bread and cake plant in the seven southeastern states. The nearest plants now are in New Orleans and Norfolk, Va. General Baking operates 46 plants in 18 states and has sales embracing 25 states, chiefly in the east and the midwest.

You get these advantages in Square bread enrichment wafers:

1. Assured potency.
2. Quick disintegration.
3. Super-thorough diffusion.
4. Finer, more buoyant particles.



5. Clean, even break into halves & quarters.

Order today from your yeast company salesman. Vitamin Division, Hoffmann-La Roche Inc., Nutley 10, New Jersey. ❁ ❁ ❁ ❁



### A. HAGAMAN BAKERY, ALBANY, N.Y., SOLD

ALBANY, N.Y.—The A. Hagaman Company Bakery, 883 Madison Ave., established in Albany, N.Y., in 1884, has been sold to a group of bakery executives representing the Cross Baking Co., Montpelier, Vt. Purchase price was not revealed.

The main building covers two acres and is six stories high. The Cross company, it was said, will devote the bakery's facilities to producing doughnut and pastry items under the brand name "Betsy Ross," which are at present distributed throughout Ver-

mont, New Hampshire and northern New York by the Cross company.

Purchasers of the concern are G. Landale Edson, president of the Cross Baking Co.; J. Raymond Bumgardner, production manager of the Cross company; William F. Sturn, sales manager for the A. Hagaman Co.; Harold M. Traver, secretary-treasurer of the Hagaman company; and Gordon Sargent, office manager of the Albany concern.

Mr. Edson will serve as president of the new concern; Mr. Bumgardner, vice president; Mr. Traver, secretary-treasurer.

Extensive reorganization and wide improvements are planned by the new owners.

—BREAD IS THE STAFF OF LIFE—

### MILPRINT OPENS 2 OFFICES

MILWAUKEE — Milprint, Inc., Milwaukee, has announced the opening of new offices in two midwestern cities. Robert Long and William Masterson have opened their office at 3910 Lindell Blvd., Room 216, St. Louis 8, Mo. Another Milprint representative, Alan Chamberlin will be located at 725 Union Arcade Bldg., Davenport, Iowa.

### WEST VIRGINIA BAKERS PLAN 2 SALES MEETINGS

CHARLESTON, W. VA.—The West Virginia Bakers Assn. will sponsor two state sales meetings for sales managers, supervisors and sales personnel of retail bakeries on Sunday afternoons of the first two weeks in April, 1954.

The first of the two sales meetings will be held in Clarksburg and the following week in Charleston. National sales authorities will be invited as speakers and moderators as well as representatives of the bakery trade press.

Ralph Thompson, president of the West Virginia association, said, "The meeting we held in Charleston this past spring was so successful that our baker members gave their wholehearted endorsement to future meetings of this kind. In order to have fuller attendance, we are having two meetings, in the northern and southern parts of the state on successive week-ends."

Ed Johnson, secretary of the association, said a questionnaire has been sent to all sales managers in the state asking them to list three subjects they would like to have discussed during the spring meetings. Officers and directors of the association will be in charge of the meetings and the two clinics will be identical in content. Complete details will be announced at a later date.

—BREAD IS THE STAFF OF LIFE—

### BESSIRE & COMPANY NAMES NEW PRESIDENT

MEMPHIS — Bessire & Co., Inc., Memphis, has announced the return of Robert A. Bessire as president of that firm. Malcolm A. Jones will continue as vice president in charge of dairy sales. Gene Lawson continues in charge of the bakery service department. The firm is one of five Bessire companies, the others being located in Richmond, Va., Louisville, Columbus and Indianapolis.

—BREAD IS THE STAFF OF LIFE—

### FISHER APPOINTMENTS

SALT LAKE CITY—Frederick L. Smith, representative of the W. E. Long Co., has been named general sales manager of the Fisher Baking Co. here. At the same time Don H. Fisher, president of the Fisher Baking Co., has announced that J. O. Andrews, veteran of the Fisher firm for 23 years, has been named sales promotion manager and manager of distributorship for the firm.

—BREAD IS THE STAFF OF LIFE—

### NEW BAKE RITE PLANT

STEVENS POINT, WIS. — The Bake Rite Baking Co., has purchased three and one-quarter acres of land in Whiting on which it will build a new, modern bakery, according to C. A. Loomans, president and treasurer.

### FUCHS BAKING CO. FLOAT WINS SECOND PLACE

MIAMI—The float entered by the Fuchs Baking Co., South Miami, Fla., in the recent Miami Junior Chamber of Commerce traffic safety parade won second place with a school safety theme. The float carried a dozen posters patterned on life size traffic safety markers stationed in schools in the Miami area. Fuchs has been recognized for the continuous campaign which it has undertaken to promote traffic safety education among school children.

## The Bakeshop Trouble Shooter



Many years' experience as a practicing baker, production expert and as a talented researcher into the craft and business of baking enables the author of The Bakeshop Trouble Shooter to speak with authority. A. J. Vander Voort has proved his remedies in actual back shop experience and tempered them by laboratory investigation. He is the head of the famous Dunwoody Baking School, and technical editor of The American Baker magazine.

The Trouble Shooter is becoming a classic among baking industry publications; it is now in its fourth printing.

You will find it an invaluable aid in solving production problems almost as rapidly as they occur.



The American Baker,  
118 S. 6th St.,  
Minneapolis 2, Minn.

- ☐ Bill me  
☐ Payment is enclosed

Gentlemen: Please send..... copies of The Bakeshop Trouble Shooter, at \$1 each.

Name .....  
Firm .....  
Address .....  
City..... State.....



## AIB Field Service Program Gets Underway

CHICAGO — Several home economists recently added to the staff of the American Institute of Baking have launched a new consumer field service field program. On that date the field workers arrived at their headquarters cities in four sections of the U.S., from which they will cover territories totaling 27 states.

During the preceding six weeks, the new staff members had received an orientation course at the institute in Chicago. Training included a refresher course in nutrition research and demonstration techniques, lectures by members of the medical and dental professions on current research in their fields, and discussions with baking executives on the economic structure of the baking industry.

The field staff program has been designed to effect a closer working relationship with schools, colleges, universities, and with professional groups generally. It is financed by the Bakers of America Program, and supervised by the consumer service department of the institute. Field workers also will work with bakers on local consumer problems, attempt-

ing to correct any misconceptions about the values of bakery foods in the diet.

From Dallas, Texas, Miss Mary E. Kuhlman (above, left) will represent the institute in Arkansas, Louisiana, New Mexico, Oklahoma and Texas. Miss Marguerite Robinson (top center) will be based in Chicago, and will work in Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin. Miss Ann Russell (right), who will have headquarters in Atlanta, Ga., will cover Alabama, Florida, Georgia, Kentucky, Mississippi, North and South Carolina and Tennessee. The fourth field worker, Miss Una R. Wood (lower center), will work from Los Angeles in an area including Arizona, California, Idaho, Montana, Nevada, Oregon, Utah and Washington.

More field staff workers are being added.

—BREAD IS THE STAFF OF LIFE—

### PENNSYLVANIA BAKERS HEAR TALK ON COOKIES

PITTSBURGH—The Retail Master Bakers Association of Western Pennsylvania held its November dinner meeting at Teutonia Hall with Joseph Aumer, Aumer Bakery, presiding.

Harry Van Tress, Durkee Famous Foods, Louisville, was introduced as the speaker by Frank Mandl, Mandl Bakery, the program chairman. His topic was "Holiday Cookies."

Mr. Van Tress, stressed the importance of bakers being proud of the merchandise they bake. Figure costs and prices carefully to permit the lowest prices but allow a reasonable profit, he urged. Make items that sell readily and discard items not easily moved. Increase or decrease prices according to the scale of price production to satisfy customers who are now very price conscious. Have order and cleanliness in every part of the bake shop.

—BREAD IS THE STAFF OF LIFE—

### FIRM SOLD

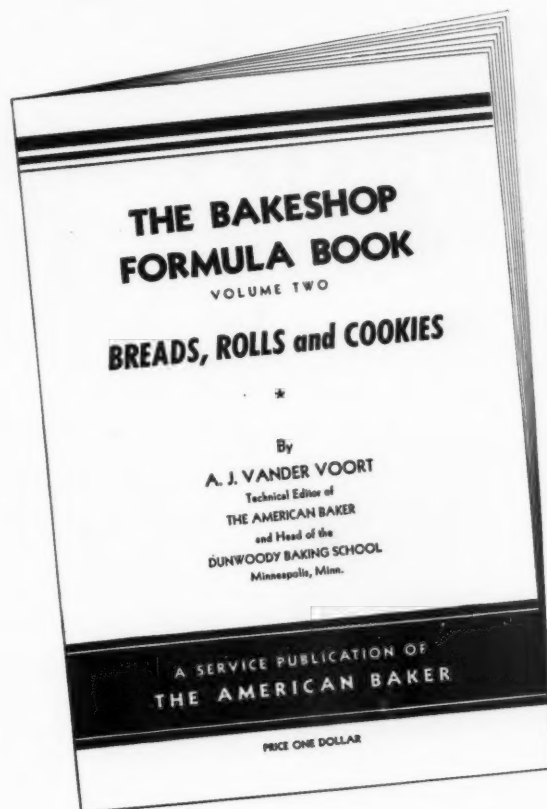
BROOKLYN — The National Almond Products Corp. has been acquired by Milton S. Jennings, former executive vice president and treasurer of Airline Foods Corp. and its predecessors, for 27 years. He will become chairman of the board and Rudolph Becker continues as president of the corporation.

MEMPHIS, TENN.—This is the tale of a gabby cabbie—an ex-bakery employee who fell into unexpected dough (ouch!). Taxi driver E. T. (Gabby) Gabbert picked up a fare who asked to be driven to a certain Memphis bakery. En route, Gabbert confided that he was once employed by the same bakery—for exactly six hours.

"I was just a kid then, and I'll declare that was the hottest place in the world. After six hours of work, I decided I didn't like it. As soon as the foreman wasn't looking, I went to the washroom and sneaked out a window. And I never did go back, not even to see about a paycheck."

A few days later, Mr. Gabbert received a check for \$50 from the bakery. It was in payment for his six hours of work, plus interest that had accumulated since his brief employment 30 years ago.

His passenger had been the executive vice president of the bakery.



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The Bakeshop Formula Books, service publications of The American Baker, gather into their pages the pick of tested, successful formulas sure to brighten up the showcase and cash register. One dollar each.

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# In the . . . Industry Spotlight . . . by Bill Lingren

## You Get a Lot for Just 1¢

Bakers are being urged to allocate just 1¢ out of every 45¢ spent on advertising to do a necessary industry promotion job in the Bakers of America program. E. E. Kelley, Jr., president of the American Bakers Assn., at the recent convention of the ABA in Chicago, pleaded with bakers for their support of the nationwide industry promotional program.



Bill Lingren

"Ours is a three-pronged tool which we offer to the baker, for his spade work of building the industry," Mr. Kelley said. "There is the ABA itself, the American Institute of Baking, and the Bakers of America program. We offer to the baker the tremendous work of these three agencies, individually and collectively, for the great sum of 1/15 of 1% of his gross annual volume."

A baker who takes 3% of his gross for advertising and promotional efforts can further the work of all these national baking industry organizations by allocating one penny out of every 45¢ he spends in advertising. A baker can spend 44¢ on his own brand name advertising and allocate just 1¢ to help do an industry job. Certainly this is not asking too much. Mr. Kelley told the bakers that he didn't think it was too much and that he believed that most bakers would agree.

The figure of one penny out of every 45 pennies spent in advertising is certainly a real bargain when it buys such an effective industry promotional effort as the Bakers of America program.

## Open House for Barbers

Did you ever think of holding an open house for all the barbers in your town? This may sound ridiculous, but a recent issue of "The Long View," a bulletin of the W. E. Long Co., reported the story of a company which decided to promote as much favorable comment as possible in its home community. It held an open house for barbers, considering them one of the important groups influencing public opinion in their community.

The same idea could be applied to beauticians, service station attendants and a lot of other people in service industries. It is an idea that bakers should consider when making their public relations plans.

## Labor-Management Conferences

The need for more conferences between management and representatives of labor was cited by James G. Cross, president of the Bakery and Confectionery Workers International Union of America, in an address prepared for presentation during the recent American Bakers Assn. convention in Chicago. Management and its workers in the industry both have problems, Mr. Cross pointed out, and the best way to understand them is to talk them out.

"Your workers are thinking more and more of shorter work weeks," Mr. Cross said. "In a few years, the five-day 30-hour week in our industry will be an accepted standard. If this frightens any of you, may I remind you of the fearful prediction that industry and the country would certainly go to hell when the eight-hour day was introduced? We all know, of course, that the eight-hour day has proved to be good not only for workers, but for the nation's general industrial health."

Instead of arguing back "it can't be done," Mr. Cross suggested that discussions be undertaken to deter-

mine "how will it be done." The union leader pledged the help of labor in "any way we can."

"We are not going to bury our heads in the sand," he said. "You do the same, then we can look at one another and talk things over. When we can see where we are going it is less likely that somebody will be hurt."

The call for more conferences between management and labor is a sensible suggestion in these days when it is becoming more and more obvious that the two groups must work more closely if standards of production are to be maintained. And of course these conferences will have a great effect on the maintenance of a high standard of living in America and, at the same time, on the guarantee of an adequate profit return to America's industry.

## Is Bakery Products Consumption Really Down?

Bakers attending the recent American Bakers Assn. convention were given some refreshing ideas concerning the consumption of bread and other bakery products. For years,

convention speakers and others in the industry have been talking about the drop in wheat flour consumption and accusing the lack of quality of bakers' bread as being the major factor for this decline.

"So many people have been yapping about the drop in wheat flour consumption and accusing bread of being the major factor, that bakers are believing it themselves," E. E. Kelley, Jr., president of the ABA, said. "Figures are being closely studied which begin to indicate that in recent years the volume of bread buying is not declining, but has increased."

Curtiss H. Scott, Grocers Baking Co., Inc., Louisville, Ky., retiring chairman of the ABA, also indicated his irritation at people who are "reasonably close to the industry" who are implying the troubles of the wheat farmer and the troubles of the miller are due to a poor product by the baker.

"No one has yet shown me any conclusive figures which prove that bread consumption is markedly lower on a per capita basis than it was 20 years ago or 30 years ago," Mr. Scott said. "No one has taken me by the hand and led me into a super market and shown me evidence of the consumers staying away from my white bread. Quite to the contrary I have stood in groceries and watched consumer after consumer select loaves of white bread. And all the evidence points to the fact that the consumer comes back week after week for enriched bread and that she is using it in good quantity."

Mr. Scott maintained that bakers are producing a high quality product which is well received by the consumer. Bread, he said, is maintaining its place in the diet and bread is advancing in its job of moving farm products. There has been a decline in the consumption of flour, he admitted, but he pointed out that the decline cannot be traced to bread.

Such comments on bread consumption are refreshing, and certainly a positive approach to increasing bread sales will bring greater results to the industry as a whole.

—BREAD IS THE STAFF OF LIFE—

## SUTHERLAND PAPER CO. PLANS \$2,750,000 PLANT

KALAMAZOO, MICH.—W. Race, president of the Sutherland Paper Co. has announced plans for a \$2,750,000 converting plant for the paper specialties line.

Work will begin immediately on the new plant which will be constructed just south of Kalamazoo, in Portage Township. Completion is scheduled by the end of 1954.

The front elevation will feature aluminum siding. Office space will be housed in a small two story brick section at the front of the plant.

Sutherland will use this new building for the manufacture of cups, plates, cylindrical cans, food packaging boards and trays, and food dishes, the demand for which has greatly increased during the past few years. Expanded facilities in the 455,000 sq. ft. unit will provide more efficient steps from the receiving of raw materials, through manufacturing operations, to warehousing and shipping. A two-track railroad siding will run inside the warehouse section of the plant to facilitate the handling of shipments.

Area presently devoted to the manufacture of paper specialties will be used to relieve other departments.



**BULK FLOUR SHIPMENT**—John Elling, assistant sales manager for International Milling Co., explains the control panel operation of the mill's new bulk flour truck to Stan Pastula (center), Detroit plant manager for the American Bakeries Co., as R. M. McKercher, International's Detroit mill manager, looks on. This was the first bulk shipment of flour received at the American plant since the receiving and storage equipment was installed there. The entire load of 40,000 lb. was emptied into the bakery's storage bins in less than an hour. The flow of air for each air slide, the operations of the unloading blower and the air lock are all controlled from this panel located at the rear of the van. The van was constructed by the Gramm Trailer Corp., Lima, Ohio, and is equipped with a pneumatic unloading system designed and built by the Fuller Co., Columbus, Ohio.



# BAKING HELPS

from The American Baker's  
Reader Service Department

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By John C. Summers

Mr. Summers is manager of the Oklahoma School of Baking, formerly with the Baking School of Dunwoody Industrial Institute. A splendid guide to practical bakers.....\$3.75

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By Albert R. Daniel

500 pages of sound information covering bread and cake production.....\$5.00

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A second revised edition of this companion volume to "The Reason Why." To those just entering the Bakery Trade, it is essential they should know why this or that is done, or happens, or is not done, or does not happen. This book, with "The Reason Why," provides an excellent source of valuable and useful information. ....\$1.00

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Facts and Figures of the Flour, Grain, Feed and Baking Industries Sections devoted to each industry. Published annually for over forty years and used as a reference on annual crops, manufacture, state feed laws, including labeling, etc.....\$2.00

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A special report by The American Baker, on the nation's baking schools, and how they are fitting youth for a bright future in the baking industry. Gives essential detail for each of the schools in the United States (8 pages).....10¢

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# Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

## Which "Come First": Bread or Beer?

ASSOCIATED PRESS makes good "copy" from the reported views of scientists on whether it was desire for beer or for bread that made primitive man settle down and become a farmer growing cereals.

The question is debated by nine scientists writing in the *Journal of the American Anthropological Association*. Their views are based on archeological, anthropological and ethnological data.

Some, reports AP, find evidence it was thirst for beer that started agriculture and villages, ending the day of nomadic hunting-and-fishing life. Others vote for bread as the first goal.

The beer-or-bread question was raised by Prof. Jonathan D. Sauer, department of botany, University of Wisconsin. At some time, he says, humans discovered that a mash of fermented grain yields a "palatable and nutritious beverage"—beer.

The early forms of grains grown by primitive man, in the Near East or other centers of civilization, yielded little grain for much labor, says Dr. Sauer, who adds:

### For Bigger Reward

"Planting and harvesting small grains without the plow or other efficient tools would seem to me to be a game scarcely worth the candle except for a more rewarding stake than food."

Discoveries made digging in long-buried primitive towns often find wheat and barley together. This companionship of two grains, especially the barley, seems "easier to account for in terms of a beer recipe than in terms of a carbohydrate foodstuff."

Dr. Paul C. Mangelsdorf, geneticist who directs Harvard University's botanical museum, says the early cereals of the Near East all had tough glumes or chaff which made them virtually useless for bread-making—but they could be used to brew beer. But, he adds that man "cannot live on beer alone, and not too satisfactorily on beer and meat." Humans of that time needed the carbohydrates from cereals to improve their diet.

Dr. Mangelsdorf thinks the earliest cereals were used not for bread or beer, but for parching or popping, to make them edible by freeing them from the encumbering glumes or indigestible particles.

### Beer Possibly Accident

Several scientists believe the first use of cereals was in a kind of gruel or porridge. Dr. Ralph Linton, Yale University anthropologist, says beer may have resulted from accidental souring of a thin gruel made from sprouted grain, left standing in an open vessel.

A. Leo Oppenheim, author of "On Beer and Brewing Techniques in Ancient Mesopotamia," says men perhaps learned to make beer because they had already discovered the need

for preserving fruits such as dates and berries—foods which were discovered before grains. Alcoholic drinks then followed techniques for preserving fruits.

• • •

**"THE BAG, MAN'S SERVANT"**—Such it has been, from caveman to early caravan, and Bemis Bro. Bag Co. makes good copy of this historical circumstance in its 1953-54 calendar, just now in circulation. Some of the more unique phases of the bag's life span are illustrated and described in this large, handsome publication, concerning which a Bemis spokesman says:

"We have long toyed with the idea that a kind of panorama of its (the bag's) works and days would be of interest. . . . From time immemorial the bag has been the faithful servant of man. Like the rain, it has been no respecter of persons. Its ministrations have extended to the just and the unjust. It has been no stranger in the seats of the mighty and has been indispensable in cot and hovel. So universal has been its employment, so much has it been taken for granted, that the pen of the analyst gives it infrequent mention. . . . Yet it has been with us from the great days of Egypt, Nineveh and Tyre, to Athens and Rome and Jerusalem and on through medieval Paris and London to our own times."

The first bag, it would seem, was undoubtedly one which some nameless caveman devised of animal skin to carry his drinking water on his hunts for mastodon and roc. And here are some further relations extracted from the calendar:

"The Bible tells that Joseph, in Egypt, sent his brothers back to Canaan, each carrying a bag of grain. A steward from Joseph overtook them and instructed that the bags be opened . . . and in Benjamin's was found the silver cup which Joseph had placed there as a ruse to have his youngest brother returned to him.

"The New Testament relates that Judas Iscariot, as keeper of the funds of Christ and the Disciples, carried the money in a bag.

"Among the most interesting mills with which bags have been associated were the floating mills of the River Tiber, at Rome. About 536 A.D., when Rome was besieged and lack of milled grain threatened the city with starvation, floating mills were built in the Tiber . . . floating structures because they required no dams and could be easily moved to take advantage of shifting currents.

"Bags served as part of the disguise of English soldiers who, during the reign of Henry VI, rescued a group of Englishmen imprisoned in a castle by the French. Six English soldiers, dressed as local countrymen and carrying bags of 'corne and vittels,' were admitted to the castle, where they and the prisoners laid plans for their friends outside. These liberators then entered the castle and 'slue and tooke all the French-

men, and set the Englishmen at liberty."

"The early settlers of our country were greatly dependent on bags, for, among other things, they had to carry their own grain to mill and their meal and flour home.

"In the 10th Century, there reigned in Cairo a Khalif named Aziz. He wished one day for a dish of Balbek cherries, grown in far-off India. His resourceful Wazir provided 600 carrier pigeons and had attached to either leg of each bird a small silk bag containing a single cherry. The birds were released and, by air transit, the Khalif received his bowl of cherries.

"Possibly the first commercial use of mesh bags was made by pearl fishers in the 13th Century. Marco Polo, in the accounts of his travels, told of the pearl fishers of Malabar, who, before diving for pearl-bearing shellfish, tied mesh bags round their waists in which to collect the shellfish.

"Bags were once involved in 'buying off' an extravagant English king. Edward III of England, coveted the French throne also, and his efforts to win it were so costly to England that, in 1339, Parliament persuaded him to make concessions in his expansion plans. In return, Edward was given an annual grant of 20,000 bags of wool, each worth, in those days, five pounds of English money."

• • •

\*\*\*The president of the Chicago Board of Health, Dr. Herman N. Bundesen, has given a real boost to the campaign against the "Fattening Phobia." Dr. Bundesen writes a scientific column on health and medical practice. In a recent column he states—"Reducing fads to the contrary, bread is an important part of every-



Samuel S. Cohen

**REJOINS BROLITE**—W. E. Dawson, general sales manager of the Brolite Co., Chicago, has announced the return of Samuel S. Cohen to his old position in the Brolite company's New York office. Mr. Cohen, who has been selling as a broker to bakers during his brief absence from the Brolite staff, will cover metropolitan New York, Brooklyn, Queens, and Long Island for Brolite. A skilled baker, Mr. Cohen formerly operated a large retail bakery of his own in New York City.

one's diet. The so-called staff of life has become an even more essential part of our nutritional needs, since the manufacturers of commercial white breads began to enrich their product." The article describes the contribution of enriched bread to diet in detail, and gives enrichment full credit for improved national health.—Wheat Flour Institute.

• • •

Twenty-five years ago, says Food Engineering, 46 operators in the average pie-packaging line handled about 600 pies an hour. Today three girls, with modern machinery, can pack 4,800 an hour. Thus, hourly output per worker has risen 167%.



**HONORED FOR NOT RETIRING**—More than 100 customers and associates attended a surprise dinner for James P. Burns, long-time bakery sales representative in Cleveland for Red Star Yeast & Products Co., Milwaukee, who declined to retire although privileged to do so under the company's pension plan. The dinner was held in the Rainbow Room of the Carter Hotel, Cleveland, Sept. 26. To mark the occasion, the Ohio Bakers Assn. presented a scroll to Mr. Burns. In the photo above taken at the dinner are, left to right, J. A. Kirkman, Jr., vice president in charge of sales and advertising of Red Star; James M. Burns, son of the guest of honor and district manager of the Detroit-Cleveland district; Mr. and Mrs. James P. Burns; Jack Schneider, president of the Kasal Bakery, Cleveland, and of the Ohio Bakers Assn., who presented the scroll; and Russell D. L. Wirth, president of Red Star.





H. W. Gillespie

**JOINS GLACO** — Appointment of H. W. Gillespie as vice president of National Glaco Chemical Corp. has been announced by Jack Avon, president. National Glaco is a subsidiary of Ekco Products Co. and has plants in seven cities. Mr. Gillespie, who will make his headquarters in Chicago, comes to Glaco from the Love Baking Co. of Honolulu, Hawaii. In his new assignment he will assist Mr. Avon as advisor and consultant on all technical bakery and glazing matters. Before moving to Hawaii earlier this year, Mr. Gillespie was general production superintendent for Langendorf United Bakeries, Inc. Earlier Mr. Gillespie, a native of Edmonton, Alberta, had 17 years of bakery production experience with Canadian Bakeries and McGavin's Bakeries.

### MINNESOTA ALLIED GROUP PLANS CHRISTMAS PARTY

**MINNEAPOLIS** — The annual Christmas party of the Minnesota Allied Trades of the Baking Industry is scheduled for Dec. 11 at the Casino Room, St. Paul Hotel, St. Paul, Minn. Activities will begin at 2:30 p.m. and smorgasbord dinner will be served. As is traditional, members will exchange gifts. Details of the party were outlined at the November meeting of the Minnesota group at McCarthy's Cafe, Minneapolis.

Harold Kevern, Swift & Co., immediate past president of the allied group, and W. P. O'Donnell, Corn

### DOUGHNUT CORPORATION AIDS ELECTRONICS RESEARCH

**NEW YORK** — One of three private firms having a major role in the development of an electronic marvel called the Module is the Doughnut Corporation of America. DCA was one of the firms asked to aid the Naval Bureau of Aeronautics and the National Bureau of Standards 2½ years ago in devising a way to do away with dozens of resistors and condensers and the large mass of wires on the underside of radios, television and other communication equipment. The work, called "Operation Tinkertoy," resulted in a device called the Module. It is believed that the device will effect great savings in money, time and labor for the armed forces and the business economy.

Products Refining Co., were named as co-chairmen of the 5th annual bosses' night which will be staged Jan. 21.

W. E. Lingren, The American Baker, who recently was named a director of the National Allied Trades of the Baking Industry, Inc., was named chairman of a committee to study possible affiliation of the Minnesota group with the national allied organization. Mr. Lingren will name other members of his committee later.

The purpose of the Royal Order of Loyal Loafers was outlined by the publicity committee chairman, Frank W. Cooley, Jr., editor, The American Baker, and over a score of applicants signed their pledges to work for the betterment of the baking industry during the coming year.

M. J. Swanson, Red Star Yeast & Products Co., president of the group, introduced as a new member William Shissler, American Machine & Foundry Co., and John T. Richter, Brechet & Richter Co., a member who was recently reelected as treasurer of the National Bakery Suppliers Assn.

—BREAD IS THE STAFF OF LIFE—

### Chicago Derelicts Get Assist From Baking Industry

**CHICAGO** — Large stocks of enriched bread were among the foods served to 1,800 residents of Chicago's "skid row society" Thanksgiving Day, thanks to the efforts of the American Institute of Baking and the Salvation Army's Harbor Light Corps.

A small and perhaps anticlimactic contribution to the restoration of society's rejects, this gesture by the AIB nevertheless may be helpful in returning some to normal, productive lives.

AIB school's surplus bread and baked products have always gone to charity. More than 40 firms from the baking and allied industries donate machinery, flour and other ingredients, and it is the policy of the institute not to sell the school's products in competition with commercial bakers.

There is an additional advantage in that this arrangement permits great flexibility in formula and baking procedures. Students can see the results of variations in any step of the baking process. While experiments may affect the volume or texture of the products, they are quite wholesome and palatable, and welcomed by welfare organizations.

Last year the Salvation Army asked for and received the school's bread, and this year, Dr. Robert W. English, director of education, again arranged to give bread to the Corps.

—BREAD IS THE STAFF OF LIFE—

### NEW ORLEANS BAKERS REELECT N. F. DE SALVO

**NEW ORLEANS** — The New Orleans Master Bakers Assn. recently held its annual meeting to elect officers for its 62nd year of organization. Nicholas F. De Salvo, owner and operator of De Salvo's Bakery, was reelected president and Larry J. Long first vice president; Alvin Thibodaux is second vice president and Sidney Baudier will serve his 16th term as secretary-treasurer.

Past president Aloin J. Binder continues as chairman of the board of directors and Henry Reuter and Donald Entringer were reelected board members. Newly elected board members are Gus Rumpf and William E. Scheel.

### ABA HEAD GUEST OF NEW YORK BAKERS CLUB

**NEW YORK** — Approximately 125 attended the first fall meeting and luncheon of the Bakers' Club, Inc., which was held in the Hotel Astor Nov. 19. Among the guests present was Lewis G. Graeves, president of the Chas. Schneider Baking Co., Washington, D.C., recently elected chairman of the board of the American Bakers Assn.

The Bakers' Club annual Christmas Party will be held in the Hotel Astor Dec. 15, according to an announcement by Frank X. Ragan, Standard Brands, Inc., and chairman of the club entertainment committee. Guests will be welcome at the party this year.

E. J. Ranney, American Food Laboratories, Inc., Brooklyn and chairman of the club's golf committee, presented sterling silver platters and golf trophies, properly inscribed, to the top golfers in their respective classes. They were: Class A—E. McCauliff, Glyco Products, Inc.; Class B—D. R. Rice, Continental Baking Co.; Class C—J. F. McCarthy, Doughnut Corporation of America.

The speaker of the meeting was Thomas D'Arcy Brophy, president of the American Heritage Foundation, and chairman of the board of Kenyon & Eckhardt, Inc., New York advertising agency. He discussed the countries behind the Iron Curtain, having just completed a trip in that part of the world. He described what is going on in those countries, and spoke of what is being accomplished by the Crusade for Freedom and Radio Free Europe.

—BREAD IS THE STAFF OF LIFE—

### BAKERS' MEETING FEB. 5-7

**COLORADO SPRINGS, COLO.** — The Rocky Mountain Bakers Assn. will hold its mid-year meeting at the Broadmoor Hotel in Colorado Springs, Colo., Feb. 5-7. Plans for this association get together are being formulated, according to Jack R. Jacobson, Kilpatrick Baking Co., Denver, president of the organization.

—BREAD IS THE STAFF OF LIFE—

### RAY BRIGGS WILL HEAD CENTRAL ILLINOIS GROUP

**PEORIA, ILL.** — Ray Briggs, production superintendent of the Miller Patton Baking Co., Rockford, Ill., was elected president of the Central Illinois Production Club at the group's November meeting held here. Other officers who will serve are: First vice president, Sherman Dobbins, Dobbins Bakery, Canton; second vice president, E. R. Galassi, International Milling Co., LaSalle; secretary-treasurer, Ray Lewis, J. T. Shufitowski Co., Peoria; chairman of the nominating committee was Walter Kurth, Minier.

The meeting featured the film, "Land of Everyday Miracles," presented by George Heninger, Standard Brands, Inc., Peoria, and a demonstration of "Whipped Toppings" by A. J. Mathews, Mrs. Tuckers Foods, Inc., University City, Mo.

The club will not hold a December meeting. Instead a dinner dance will be held in the LaSalle Room of the Pere Marquette Hotel at Peoria Jan. 12. An outstanding 10-piece orchestra will provide the music for dancing. This dance will be open to all baker and allied members and their friends and guests. Tickets will be mailed to all members and the allied members will have extras for anyone wanting more than two tickets.



**MEDICAL AD** — The Bakers of America Program continues its emphasis on advertising to doctors and nutritionists with advertisements such as that shown above, slated for many of the largest medical publications. Each ad lists proved facts to bolster the baking industry's claim that enriched bread belongs in every reducing diet.

### EXPANSION OF BROLITE INTO SOUTH CONTINUES

**CHICAGO** — W. E. Dawson, general sales manager of the Brolite Co., has announced the appointment of Willard A. Anderson as southeastern divisional manager with headquarters in Brolite's Atlanta office, 686 Greenwood Ave. N.E.

Mr. Anderson will be the second member of his family to head a Brolite division. His brother, Henry V. Anderson, is in charge of the Texas division with headquarters in Dallas.

Previous to his new position Mr. Anderson has been with Brolite as a sales and service representative working out of the home office in Chicago. He was formerly general production manager of one of the large chain bakeries. He is a member of the American Society of Bakery Engineers.

Brolite has also added James D. Kirkland as a sales and service representative. He takes over the territory formerly covered by Roy L. Ray, who is now serving the Carolinas, eastern Kentucky and eastern Tennessee. Mr. Kirkland will work out of Brolite's Atlanta divisional office and cover Louisiana, Mississippi, part of Alabama, Tennessee, and Kentucky.

He will reside at Raymond Gardens, Jackson, Miss. Mr. Kirkland is a former bakery superintendent of several firms in the South as well as a bakery technician.

### MAURICE DENNERY, HEAD OF SOUTHERN FIRM, DIES

**NEW ORLEANS** — Maurice Dennerly, president of Charles Dennerly, Inc., died at his home in New Orleans Nov. 23, following a protracted illness.

Mr. Dennerly had been connected with the bakery, dairy and confectioners' supply firm during his entire business career.

He had been active in baking association work in southern Louisiana and Texas and had been president of the Tri-State Allied Trades Assn.



# Bakery Merchandising

**Does It Protect, Attract, Sell?**

## The Package Tells Your Customer How You Feel About Your Product

**By Howard D. Whitney  
Rapinwax Paper Co.**

There are almost as many definitions of packages as there are definitions—but I like the one that says, "The way you package your product tells the housewife what you think of it—also how highly you regard her own good taste." There are, I believe, four commonly accepted functions of a good bakery package. These are:

- It must provide product protection.
- It must serve as a dispenser and carrier.
- It should make an eye-catching device.
- It should be a good salesman.

We will elaborate on these four points, but I want to call to your attention that securing the first two, product protection, ease of dispensing and being a good carrier, are primarily the responsibility of the production division—while the last two, the display feature and its being a sales tool are more directly related to the merchandising division. That is why I like to think of the package as common ground for both divisions and an interdepartmental responsibility.

### Background Picture

Having established these functions of a good package, let us take a quick look at the background into which our package must fit. This background logically divides itself into two parts—that pertaining to our own baking industry, and secondly, the marketing outlets through which our products reach Mrs. Consumer.

All of you bakers know better than I that the making of bread is one of the oldest of all our crafts. Especially those of you who have read the book, "6,000 Years of Bread" realize its early beginnings. Only in the last 75 years has there been any great change in the manufacture of bread. In that time bread making has been almost completely moved from the home to the bakery and it is not necessary for me to recite the many improvements in machinery that accompanied the ever-increasing volume of this swing to the baker. And it is only natural industry evolution that as time went by bakery production should be concentrated in fewer and fewer bakeries, each constantly vying for a greater and greater share of the total market.

Along with bigness comes the necessity of sales promotion and advertising—not only continually to increase the individual baker's share of the total business, but also to fight competition which likewise wants to grow larger and larger. It is only natural that as this trend continues into the future, the baker that is not prepared to properly merchandise will find himself slipping into oblivion.

At the same time, a tremendous

change has been taking place in the marketing machinery available to the wholesale baker. You are all aware of the great increase in supermarkets, where self-service is the distinguishing characteristic. No longer can you depend on the local grocer or his clerk to "push" your product to the consumer—so again we see the necessity of increased advertising to tell her of your brand.

But as you say, these things are self evident and what relation does it have to my package? You will recall that we said that to Mrs. Consumer your package is your product. It is the way she sees it in the store. Therefore, **your package is and must be the very core of your whole advertising program.** Many bakeries spend thousands of dollars yearly on advertising. Is it not important then that the very foundation—the keystone—of this advertising, your package, be as nearly correct as possible? It is your advertisement at point of display—in fact, it is your salesman in the modern supermarket. Does it give the right impression to compete for your share of Mrs. Consumer's dollar—not only with all of the other bakery products surrounding it, but with the thousands of other food items in the store that are also your competitors? Does it sell for you? Let us analyze this more carefully.

Here is a list of check points to help you determine whether or not your package is doing the best possible job for you. Apply this score-card to your own packages and see how they rate:

### 1. ARE YOUR PACKAGES GOOD PROTECTORS?

(a) Do they keep your good products as clean and sanitary as when they left your bakery. You spend hundreds of dollars to make them clean. Do your packages keep them that way?

(b) Are they so formed and of the right material as to protect all the delicate flavor that you have gone to so much pains to bake into it?

(c) Are they well sealed to maintain the moisture content which should be in the product, or do the heels of your loaves become hard?

(d) Is the packaging material such as to prevent ruptures under normal handling conditions?

### 2. IS YOUR PACKAGE A GOOD DISPENSER AND CARRIER?

(a) Can Mrs. Housewife take it home, remove what she needs and then satisfactorily close the package to keep the unused balance of your good product good? Easy reclosure of your package is very important.

(b) Does it resist soilage—Does it look clean and sanitary when the customer gets it home, or is it

mussed or soiled? Has it picked up dust and shelf dirt?

### 3. DOES IT ATTRACT ATTENTION FAVORABLY?

The only way to answer this question is to look at the package as Mrs. Consumer sees it on display in the store. Visit a dozen representative stores where your product is sold—then ask yourself these questions:

Do my packages "stand out" on display or do they look like competitor's packages?

Do they in mass display make an impression on the customer that says, "Stop Here" or does it fade into the background of other products surrounding it.

Remember there is no salesperson in the supermarket to direct attention to your product—your package must do it.

It seems to me that if I were a baker, I would have some one designated as a "camera man" whose job it would be to take color pictures of my displays in stores all over my territory at various times of the day. I cannot think of a better or more accurate method to get the facts and keep a continuing record of how my packages look to Mrs. Consumer. Not only would this serve to check package display value, but salesman performance as well.

### 4. IS YOUR PACKAGE A GOOD SALESMAN?

If your packages pass the "attention getting" test, do they then "close the sale?" Examine them from these standpoints:

(a) Does it identify the product and its maker?

(b) Does it tell the story of product goodness which the housewife should know?

(c) Does it build confidence? Does it look like good value? Is it economical?

(d) Does the copy on the package meet all state and federal legal requirements? (Consult your attorney on this.)

(e) Is it the right size and shape? And lastly, but very important:

(f) Does it have a family resemblance to all of your other products? Will it sell not only itself but create a friendly consumer attitude through easy recognition of other products you want the consumer to buy?

If honest answers to all the foregoing questions are "yes" then probably you do not need a new package design—and I congratulate you!

But let us assume that I am a baker who needs a new package. How do I go about getting it? What do I have to take into consideration?

First, as we have tried to show, my new package must be the very keystone of my whole promotion program, so it warrants the careful attention of my entire top management.

My sales manager will be interested because he wants the "finest" package on the market—one that will outsell all competitors, will not

## Packaging Tips

1. Carbon on sealing plates or folder's surface causes pits, retards heat and often pulls the end folds.
2. Worn ribbing on bottom panel surface causes friction and crippling of loaves.
3. Tuckers should be clean, free of marks and of proper width. If a wider tip is desired on the end fold, file away the lower side of the tucker up to the rear edge of the loaf until desired result is obtained. Warm tuckers cause first fold pull.
4. Preheated second folders improve the inner seals of heavy opaque material. Do not use heated second folders or tuckers, if cellophane or synthetic coated papers are used as wrapping material. 200 watt 4 in. elements recommended as the correct size for second folders.
5. Pusher plate length cut to size of unsliced loaf at pan line. Pusher plate width should be increased 1 in. over standard specification when transferring loaves 4½ in. minimum height.
6. Keep the back tension plate center covered with rubber or emery paper to prevent wrapper slippage around loaf during elevating operation.
7. Sealing plates should be heated with elements of equal size. Don't pair a grooved element with an ungrooved element. Don't pair elements of different wattage.
8. Loaves in sealer assembly should not exceed 2½ 4 in. wide loaves or 2 5-5½ in.
9. Blow crumbs out of finger assembly several times a day.

Editor's Note: The accompanying article is the essential material contained in a packaging discussion before the Southern Bakers Assn. Production Conference last fall. Mr. Whitney is sales manager of the Rapinwax Paper Co., Chicago.

increase selling costs and never become outmoded in style.

My advertising manager will be interested in a package with commanding eye-appeal and abbreviated copy—one that when pictured in the newspaper, on bill boards or on television, will say, "Buy me."

My production manager is interested in a package which is readily obtainable, requires a minimum of storage space, will protect the product, and will be readily adapted to high speed, uninterrupted production.

My legal department will insist that the package comply with all legal requirements regarding contents, ingredients and weight, as well as name and location of manufacturer, avoid-

ing overstatement or suggestion of deceptive packaging regardless of what this means to sales.

My purchasing agent wants to be sure that the new package is always available from several sources and at favorable prices.

And I, of course am interested in a new package that will combine all of these good points at a reasonable cost. I must also be interested in getting all the facts possible before going ahead, and to do this, I like what one writer has called the "inquisitive approach" to the packaging problem. Whether we employ the services of a nationally known package designer, a local artist, or depend on our suppliers for art service, we know that

## Causes of Poor Wrapping and Waste

- The wrong set of loaf pushers:** If too small, they will distort loaf, tear wrapper and prevent a solid seal. If too large, machine cannot be set to fit the loaf properly.
- Paper off-center:** Causes short fold on one end, wadding due to excess paper in fold on other end. Net result—both end folds open up.
- Machine too tight:** Compresses loaf and builds up pressure within wrapper, causes ends to pop open when pressure is released at discharge end of machine, or when handled by the route men.
- Machine too loose:** Not sufficient heat penetration causing open ends. Sloppy wrap: Wrapper shifts on loaf causing bottom fold to be on the bias, and extend beyond edge of loaf. The loaf following will stick on this edge and both loaves will have to be re-wrapped.
- Improper temperature of heating plates:** The faster the machine is run, the higher the temperature should be. Otherwise, insufficient heat is applied to each loaf. Conversely, the slower the speed, the lower the temperature should be, otherwise too much heat is applied and too much wax is melted off the paper.
- The speed of the machine should be adjusted in ratio to the ability of the operator at the discharge end to take away the wrapped loaves. A slow operator will allow bread to overflow on the floor, or jam up against other bread on discharge table. Under such circumstances a slower speed is more productive in the end.
- Only one loaf should be run through the machine after a new setting has been made. That one loaf is enough to determine the additional adjustments to be made. More loaves put into the machine before proper adjustments are made only result in re-wraps, paper waste and loss of time.
- Machine stops:** These should be reduced to a minimum to avoid allowing bread in machine to remain on heating plates, even for the time it takes to remove them by hand. This additional heat melts an excessive amount of wax from both inside and outside the wrapper, causing an off flavor to the loaf, and usually a re-wrap. To reduce this condition to a minimum, the bread to be wrapped and the cartons to be loaded should be lined up near the machine so that it will not be necessary to stop the machine, unless the paper runs out.
- Unless both sides of the discharge table are in proper alignment with the heater plates, the protruding side will catch the end seal and open it up as it passes onto the discharge table. Temporary relief can be obtained by opening up the machine to allow freer passage of the loaf, but at a sacrifice of good end sealing.
- Paper Tangling:** The shear bar may be bent by "cripples" enough to prevent proper cutting. Check to see that the variable paper drive is set so that the floating roller just leaves the pan. Too slow a speed will cause the roller to climb to the top of the slots and possibly tear the web. Too high a speed will cause uneven paper feeding and may lead to tangling.
- Improper Folding:** If the bottom fold wrinkles, the entire machine may be set too tightly, the slip-on plates may be too short, or the sealer plates may be set too closely. Generally this trouble occurs when wrapping soft bread with loose wraps. The sealer plates should be set flush with the fourth folders (or to the length of loaf). The temperature of the side sealers should be increased and the cooling tanks closed somewhat to seal the end fold properly.
- Bottom lap variation:**
  - (1) Wrapper slippage around loaf.
  - (2) Loose tuckers.
  - (3) Dirty contact surfaces on bridge plate and paper stops.
  - (4) Sticky brake band.
  - (5) Paper feed roller slow.
  - (6) Worn lap roller assembly.
- End label slippage:**
  - (1) Sealing plates not set correctly.
  - (2) Loose contact against loaf end.
  - (3) Cold end label plunger.
  - (4) Over-heated sealing plates.
  - (5) Poor end folds.



**PROFIT BUILDERS**—Pictured above are the production and promotion tools bakers can use to make-up, bake-up and sell-out the four popular cakes being featured in Fleischmann's new "4 Way Profit Builder" merchandising plan. In addition to the Fleischmann bakery-tested formulas, the kit features easel-back counter cards and window strips for each of the four cakes in modern design and strikingly contrasting colors . . . a shopper-stopping nucleus for sales-making displays of these four family favorites.

## Fleischmann Promotion Under Way

Four of the country's leading cakes are being featured in a new sales promotion by the Fleischmann division, Standard Brands, Inc. Fleischmann officials said that this merchandising plan is being released at a time when consumer demand for cakes of this type is at its peak.

Angel food cakes, one of the four being featured in this plan, has become a "natural" for increased baker attention because of the unusually heavy demand for it right now and because they offer an attractive profit margin when production costs are figured on a per cubic foot rather than a per pound basis.

The three other cakes—devil's food, coconut layer and white pound—are

also made with egg white and, with the possible exception of pound cake, are also unusually popular presently with consumers.

In addition to a "4 Way Profit Builder" kit, the company is offering a complete point-of-sale promotion plan to take advantage of these sales and profit-making opportunities. In addition to four bakery-tested cake formulas and the two special icing formulas, each of the four featured cakes boasts its own point-of-sale counter card and window strips.

The kit also contains a prospectus which explains how these materials can be used for "daily special" displays, with one cake following the other in a planned rotation.

someone must be responsible for a thorough market study, for our new package must give an affirmative answer to all of the questions asked in our "check list."

To accomplish this, we must know how much of our product is sold in self-service stores, the predominating method of display obtainable, what competitive products look like on display, what sizes and shapes are the best sellers in our market, and any other factors entering into our local market that affect merchandising.

Then we must agree on our trademark or trade name. Is it to be changed in appearance only or are we going to adopt a new one completely? Is it easy to read and to remember? How long have we used it? And if we are to make a complete change, shall we do it gradually or suddenly? Is it easily confused with competitors' names or trade marks? Is it distinctive? Shall we use our own name or some descriptive word for our product? Have we a catchy slogan with advertising value that we want to incorporate on our package? And last but not least, what will our new package cost?

Only after answers to all these questions have been determined through market study and conference within our own organization are we ready to have our new design made.

It is probable that the first designs submitted by our artist will be subject to change at least in some de-

tails. We must keep in mind that often an artist's interpretation of our thinking is quite apt to be different than ours, but just as often, his approach to our problem may furnish us with some better ideas as to color and layout.

The package designer thus is a liaison officer between us, the manufacturer and the consumer whose views are quite different.

We must insist that all sketches be presented on dummies so that we can see them more clearly as the consumer will view them.

And so we finally arrive at a decision as to what our new package is to look like. We set a date for its introduction far enough in advance to permit careful production and delivery. And then we begin to prepare the drama that will accompany its introduction. This is most important and we have seen many so-called "good packages" fail because they were introduced without the proper "fanfare."

Let us all keep in mind that the new package must be sold to the housewife if it is to develop the sales momentum that we want. Our advertising program must proclaim it in every way possible, so that when Mrs. Consumer sees it in the store she will readily buy it. Our whole organization, not merely our sales force must know about it and be sold on it.





**ARBA CHRISTMAS DISPLAY**—Both the regular package unit of display material as well as items which can be purchased separately, being offered to Associated Retail Bakers of America members for Christmas decorations for both windows and store, include a number of specially designed items which will make it possible for them to accentuate their displays. Christmas Eve icicle designs, silver foil holly leaf sprays with red berries, poinsettias are included, as well as an illuminated plastic angel which cannot be obtained in the stores, shadow box plaques and photo-panels.



**CAKE PROMOTION**—Another in the long line of cake promotions developed by General Mills, Inc., for the consumer and intended to be used by the baking industry with tie-in advertising has been released—the Bit O' Walnut Chiffon Cake. Radio broadcasts will tell the housewife that she should look for the new cake at her baker's, and window streamers furnished by General Mills as part of the promotion kit will further remind her. Also included are formulas and merchandising hints. Other ingredient suppliers are supporting the GMI national advertising.

## Expanding Market

### Growing Success of Sandwich Month Outlined for Industry

CHICAGO—In meetings here and in New York recently, the Wheat Flour Institute showed the advertising, press and food fields how they had benefited from the "August Is Sandwich Time" promotion sponsored by the institute.

Press, radio, TV and advertising personnel, as well as newspaper and magazine food editors and association representatives, gathered to hear how 58 million sandwiches eaten every day can expand a food market and its advertising budget.

Sandwich meals call for almost all foods to be used in conjunction with bread, the institute pointed out, calling attention to the endless variety of spreads and fillings used with bread to make America's most popular single food item.

The food editors of national magazines, newspapers, radio and television food program directors, and the home economists of participating industries were given a major share of the credit for the success of August Is Sandwich Time, 1953.

The food editors were given credit not only for the success of National Sandwich Month, but for changing eating habits in millions of American homes, according to H. H. Lampman, executive director, Wheat Flour Institute. Mr. Lampman cited a statement by Arthur Dana, independent consultant in quantity food service

and visiting lecturer, Cornell University School of Institutional Management. Mr. Dana had said that most restaurants were 20 years behind the American homemaker in food preparation skills—chiefly because food editors and home economists of the nation had taught the American homemaker new food techniques in the pages of national magazines, on radio and television, and in newspapers.

It was pointed out that sandwiches, as used in National Sandwich Month, can be considered an old yet new idea in food merchandising.

Related-item selling at the retail level is old. But the nationwide coordination of editorial effort, advertising, trade channel promotion, and point-of-sale display for all foods in complete meals gives National Sandwich Month "a new merchandising frontier," it was suggested.

Another source of strength for National Sandwich Month was the fact that complete sandwich meals call for almost all foods—from appetizers to desserts, Mr. Lampman said. "The campaign gained merchandising power by recognition that you can't sell butter or margarine without bread, sandwich meats without a vehicle, salads without dressing. You can't sell any one single item of food without reference to its use in accepted patterns of American eating."

Copies of the Wheat Flour Institute booklet, "Eat to Live... a Long, Happy, Productive Life," were distributed to illustrate this same philosophy as it applies to the nutritional considerations in food. The meeting was concluded by a showing of the film, "Skill Counts at the Sandwich Counter," once again illustrating the interdependence of food industries and their mutual dependence upon the food editors of magazines, radio, television, and newspapers.

Herman Steen, vice president of the Wheat Flour Institute's parent Millers National Federation; Miss Gwen Lam, editorial director, Wheat Flour Institute; and Miss Kathryn Bruce, educational director, National Restaurant Assn., were introduced at the food editors' conference.

Twenty-three large display boards showed promotional material used. "What you see here," Mr. Lampman said, "is evidence of people working together. In no sense did the Wheat Flour Institute alone accomplish the success of National Sandwich Month. We served only as coordinators. The sample results on display are evidence of the 1953 success of thousands of people and the scores of diversified companies and trade groups."

—BREAD IS THE STAFF OF LIFE—

#### MILPRINT APPOINTMENTS

MILWAUKEE—A new director of purchases has been announced by Roland Ewens, president of Milprint, Inc., Milwaukee. He is Alois A. Frymark, named to succeed the late Herman Hansen. William F. Boyer has been named to head the foil division of Milprint.

### Another National Magazine Features Leverton Diets

CHICAGO—Latest in the group of national consumer publications to use Wheat Flour Institute material is Tempo magazine and its 500,000 circulation, the institute reports.

The magazine quotes medical authorities who say that a well-balanced diet is the best defense against colds, and features two diets to help readers gain or lose weight in six days.

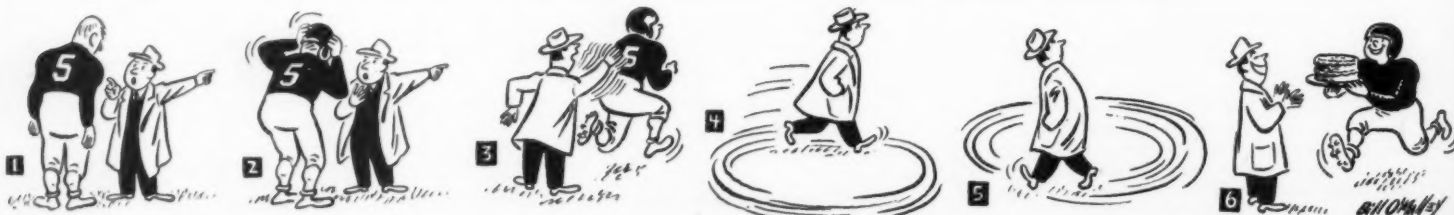
Tailored for winter recipes, both were prepared for the Wheat Flour Institute by Dr. Ruth Leverton of the University of Nebraska.

Enriched bread and grain products are featured prominently in the diets.

Both of Dr. Leverton's diets contain 21 "everyday" foods, a variety which erases the bane of many modern diets—monotony. There's no reason for dieting only on certain foods, Dr. Leverton points out, because no one food is fattening—nearly all contain calories and should be eaten. Consuming too many calories—or too few—causes trouble.

With its diets, the Wheat Flour Institute underscores three reminders:

1. See your doctor before starting. He may want to modify the diet for your particular needs.
2. Do not omit any foods on the diet.
3. Expect to lose—or gain—from one to two pounds a week if you follow the diets exactly.







**CHRISTMAS POSTER**—Pictured above is the colorful Christmas poster being distributed to the nation's retail bakers for holiday display by the Fleischmann division of Standard Brands, Inc. The poster measures 10½ by 13 in. and is gummed on both sides for easy window or inside-the-shop posting.

### Films on Modern Sandwich Methods Ready for Bakers

Two filmstrips in color, with sound, based on the "Modern Sandwich Methods" manual published by the consumer service department of the American Institute of Baking, now are available to bakers for use in their institutional sales programs. These films are authoritative, having been previewed in the preliminary production stages by leaders in the school lunch and restaurant fields.

"Modern Sandwich Methods for the School Lunch Room" includes: the blue-printing of an ideal sandwich center; a simple sandwich production set-up; step-wise presentation of the multiple stack method of sandwich preparation; making and wrapping of both cut and uncut sandwiches; work simplification; food handling and storage; and information on the nutritive values of the three types of bakers' bread most widely used in school lunches.

"Modern Sandwich Methods for the Restaurant" includes, in addition to all the basic information on setting-up a sandwich counter and production information, sandwich cutting cues, plate arrangements and merchandising hints.

Practical directives and helpful suggestions are given for those who are interested in the large scale production of sandwiches at low cost.

The films are standard 35 mm. sound filmstrips, with running times of about 24 minutes; 35 mm. equipment with a turntable speed of 33⅓ rpm minimum is required for projection. The films may be rented or purchased. Purchase price is \$25. Rentals are \$10 each showing. It is recommended that a minimum of four weeks be allowed from date of request for delivery. When requesting a booking, three different dates should be given.

Checks should be made payable to the American Institute of Baking and films will be shipped Railway Express.

Available supplementary material includes the manual, "Modern Sandwich Methods" (\$25 a C); Order Blank Brochures for Manual (50¢ a C); mimeographed leaflets on the wrapping of cut and uncut sandwiches (\$4 a C sets).

## SUCCESSFUL SELLING

A Column of Comment

BY WAYNE G. MARTIN, Jr.



### Recognize Workers' Efforts

**A**SIDE from a straight financial reward, workers whose efforts are rewarded in other ways as well generally produce better efforts, according to various students of this subject. This has been generally recognized in industries other than baking, and a number of individual bakers have profited from following such a plan.

It is true that some bakery salesmen and other employees in the industry require close control and seem to appreciate only direct rewards, with penalties being attached to their failure to carry out their work properly. In the main, however, this type of worker is not a creative one, and can only be expected to carry out what he is supposed to do.

Some students of this problem declare that rewards in the form of employee benefits, recreational programs and other similar plans are over-rated and do not produce what is expected of them. Some authorities believe that constant motives should be provided workers so that they will produce their best possible efforts. The responsibility for such planning rests upon bakery management, and anything the latter can do to raise the team spirit of all workers the better it will be for all concerned.

### More Advertising

Commercial bakers, as well as other food manufacturers, naturally desire to increase the sale of their products. In order to do this, a larger volume of advertising will be required. Competition from other foods is constantly increasing. Advertising schedules must be used more effectively to meet this situation, and in many cases they will have to be increased.

There is every reason to believe that the buyers' market will continue, at least for some months to come, and advertising programs will

be more important than ever. That is because they remain the most inexpensive and effective means of reaching both distributors and consumers, a condition which will prevail for a long time to come.

Advertising is a most important part of the entire bakery sales effort, and it must be closely coordinated with the work of salesmen and other forms of sales activities. Constant examination should be made of advertising's effectiveness to see that it is producing the best possible results. If it isn't, changes should be made accordingly. In that way bakers can keep face with the fast tempo of selling that is confronting their businesses.

### Power of Display

Recently we were discussing displays with a housewife, and the discussion turned to the power of displays. She explained, for instance, that she was shopping several weeks ago, and although she wanted some

cakes or pies for the week-end, she decided to wait until nearer that time to buy them.

Shortly, however, she passed a retail bakery which had a beautiful display of pumpkin pies in one of its windows. The display was so attractive that she promptly went into the store and bought sufficient pies for her week-end needs.

This was business that the baker obtained entirely through his window display. It was a shop in which the woman did not trade regularly, and had she not been pulled into the store by the display, she would have gone elsewhere to make her purchases. This is simply one example, but a striking one, of the selling power of displays. It is an extremely valuable part of bakery salesmanship, and one that should not be overlooked.

### Increasing Volume

All too frequently production employees in a bakery criticize advertising as a waste of money. They claim that the money spent for advertising should be divided among the employees so that their incomes would be increased. Unfortunately, we have known some bakery salesmen who have expressed a similar feeling. This is particularly regrettable on their part, as they are supposed to know the principles of bakery merchandising, of which advertising is a very important part.

As a matter of fact, both production and sales employees of a bakery are very largely dependent upon advertising, which increases volume and supplies the profit necessary to maintain a good rate of pay. Salesmen also increase their income through advertising, which enables them to sell a larger volume of business.

It is only the short-sighted employee who is not aware of these facts, and the sooner they recognize them and work with them the better off they will be. And that is as true of the bakery owner as it is of his employees. Advertising increases his volume, without which he would soon pass out of business.

### Why a Price Rise?

It always seems good to have a rise in the price of bread attributed to some other factor than advancing sales costs. That factor is usually blamed for any price rises that may occur and, is really the whipping boy for all price advances in the baking industry.

Such was not the case, however, in the recent bread price advance. E. E. Kelley, Jr., president of the American Bakers Assn., told the Southern Bakers Assn. that the real reason for this advance was higher production costs. He quoted from surveys made by other industries to prove this point.

It is true that bakery sales costs have advanced in recent years, but

(Continued on page 64)

### Methods That Sell to Women . . .

#### Winter Appetites Mean Higher Winter Profits

● By Dorothy Glenn



**N**O MATTER whether you're in the deep, deep South or in the sleet and snow banks of the North, winter months are the time for at-home entertainment. The menu may vary from one climate to another, but usually every menu includes an assortment of baked goods.

But, you cannot take it for granted that you will get your share of the business. Mrs. Shopper is persuaded and tempted by many food purveyors . . . to name just a few . . . ice cream, candy, salted nuts, cheese, frozen foods, canned and processed meats, canned and processed fish, potato chips, pretzels and crackers. It's as simple as falling off a log for any hostess to plan a vast number of menus for any type of

entertainment without once serving a baked product.

Planning menus with baked goods is the accepted way of doing it. But, your competitors (other foods) are growing more aggressive each year. If you do not combat their plans with an aggressive program of your own, soon Mrs. Homemaker will have formed the habit of eliminating baked goods from her thoughts.

#### Begin a Campaign

This winter, let's start an active campaign to stimulate at-home party giving. There are TV-watching parties for the family and for guests. There are the usual card parties. Children's parties are always a good idea. "Coffee and" should be stimu-

(Continued on page 64)

# Improvement in Packaging Stressed As Baked Foods Fight for Space

By Harold K. Wilder

Executive Secretary  
Virginia Bakers Council

Improvement in packaging methods is receiving considerable attention these days in every branch of the food field. One can rarely pick up a trade journal in any branch of the food field without being impressed with the earnest effort being made to make packaging more attractive and more standardized to make possible better utilization of the limited amount of shelf-space available in the average retail food store.

In the baking industry itself, considerable work along this line is being done, not only by individual bakers, but by the principal producers of bakery packaging materials. A considerable emphasis to this program is being supplied by retail food dealers, who are keenly aware of the battle for space now going on in their stores as a result of the competition of many new and usually non-food items which are finding their way into food stores, large and small.

While not directing his remarks pointedly to bakery products, Ray Cowperthwaite, an independent food dealer of Bushnell, Ill., and a member of the board of directors of the National Association of Retail Grocers, and of their merchandising committee, recently told the paper box industry of many improvements and refinements needed in their products generally. He stressed the importance of standardization in sizes of consumer packages of many products so the grocer does not have to stock four to eight different size units of the same commodity. He also pointed out that window boxes are excellent for certain commodities but that grocers sustain losses on breakage due to "flimsy" windows.

## Trick Shapes a Nuisance

He also commented on "trick" shapes declaring them to be a nuisance and pointed out that grocers prefer shapes which fit on standard type shelving and stack in the conventional manner.

In 1951, Rufus G. Starnes, a retail food dealer in Abilene, Texas, and likewise a member of the board of directors of NARGUS, had this to say about bakery packaging:

"There are far too many package sizes, shapes and styles in the bakery field, especially in sweet foods, cakes, etc. Take hamburger buns and similar items as a striking example. There are numerous bakers serving my store. As a result there are different shapes, sizes and styles of packages. It makes an orderly display almost impossible. Take a 9 in. cake for example. It is not uncommon to see a 9 in. cake, occupying slightly over 81 sq. in., boxed in a 12 in. by 12 in. box, usually an inch or two higher than need be. Imagine taking 144 sq. in. to display an 81 sq. in. item.

"And all this is confusing to the customer, too. Anything that confuses a customer slows down her shopping and makes shopping more difficult. If we ran our whole store that way, we would not be in business long. I believe the bakers can do a lot to simplify and streamline packaging methods. Individuality can still be secured by variations other than in sizes and shape. Other industries have done a fine job of streamlining packaging but I'm afraid our friends in the baking field have lagged far behind in this regard."

Here is what Patsy d'Agostino, co-owner of three large retail food

stores in New York City, and a former president of NARGUS had to say on the same subject in 1952:

"Here is a challenge to the baking industry. There are too many different sized packages used today in the bakery line. Other industries have made marvelous strides in the streamlining and standardization of their packaging. They haven't lost any privilege or sales. The result is that the average food store operator can estimate in advance how much space is going to be required for so many cases of different canned goods, etc. or for example, how much freezer space will be needed for so many frozen food packages. With bakery products, however, it is an impossibility to do much of anything but pile the stuff somehow in whatever space we have available and trust to luck that it will move before it goes stale or gets unsaleable because of damage from stacking, store handling, customer handling, etc."

To point out graphically the need for closer standardization of bakery packaging, Mr. d'Agostino gave the results of a detail study of bakery package sizes, shapes, and types, handled in one of his stores in New York City. Aside from bread items, this store handled a total of 61 products furnished by 10 different bakers. To their surprise, they found that in this group of 61 different products, there were 55 different sizes of packages, ranging from as small as 2 in. by 6½ by 1½ in. to as large as 9 in. by 9 in. by 4 in.

And, speaking of the mad scramble for space in today's retail food store, Mr. d'Agostino had this to say:

"Stackability is an important feature, not only to promote attractive display, but for product protection. The pressure for space in stores can only be relieved by putting every square foot and every square inch of selling space to its best possible use. In our off-the-hip estimate, that the streamlining of the various bakery packages now on our shelves (not including bread which is fairly well standardized now, as to size) would make available about 20% more space in our bakery department. Or, to put it differently and perhaps more accurately, if our bakery packages lent themselves more easily to a more compact display, we could put about 20% more products in the actual space now occupied. The next logical step, of course, would be to straighten out our bakery department so that it looked as well as the other departments.

## Solution Vital

"While this whole picture has been presented exactly as it exists in one of our own stores, a solution of the problem is of vital concern to every one of the more than 360,000 independent retail food dealers in the country.

"During my term as president of the National Association of Retail Grocers of the U.S., and at almost every gathering of retail food dealers I attend this matter of space is discussed. And not infrequently, I hear comment about the hit and miss type

of packaging which characterizes the whole bakery line. It is just as true in Portland, Ore., as it is in Paducah, Ky. My own recitation of our problems merely highlights, with actual information, what must be a similar situation in almost every store in the country.

"Certainly, between the wholesale bakers and the independent retail food dealers of the U.S., there must be enough plain common sense to get together on this program and come up with a solution. On its proper solution may well depend the future of many wholesale bakers, for a lot of other people with something to sell are constantly needing all of us in the food field to give up a little of that space that the bakers have, for this and for that. Unless something is done to promote a more judicious use of this space by the bakers themselves, somebody else is going to move in."

This is pretty straight talk from representatives of the outlets through which most bakery products reach the ultimate consumer. Certainly, the wide variety of sizes, shapes and types used in packaging the products of the baking industry on a nationwide basis, contribute much to the "customer confusion" to which Mr. Starnes referred. On this point of "consumer confusion" here is what Myer B. Marcus, executive vice president of Food Fair Stores, Inc., Philadelphia, told the annual marketing conference of the American Management Association in New York recently:

## The Fight for Space

"Competition for shelf-space is keener than ever before. Moreover, self-service has accelerated the tempo of shopping and made the impulse factor exceedingly important. If the food shopper takes only 8 seconds to select an item from a display of 37 different products, as indicated by a recent survey, it is easy to see the importance of display, packaging and value."

Mr. Marcus also pointed out that "even though advertising preconditions a customer towards some items, point-of-emphasis can shift buying attention to other comparable products."

Without question, there has been much done in the baking industry in recent years to improve packaging methods generally. Individual bakers have, in many instances, revamped their own packaging and come up with fewer package sizes and better designed packages.

One striking example of what can be done, on an individual basis, is furnished by a bakery in Chicago which has reduced to two, the number of package sizes needed to package its entire line of twelve or more Brown 'n Serve items. Not only did this reduction in package sizes provide greater convenience in store shelf display, but it produced savings in packaging costs, handling costs, wrapping costs, and many other incidental savings all along the line which put real dollars into the pockets of the bakery owners.

Another instance which recently came to the attention of this observer was that of a bakery in Bristol, Va., which adopted a single sized package for all of its Brown 'n Serve and other roll items. This has not only resulted

in considerable savings in the bakery itself, but made possible a better utilization of space in the retail food store. So impressive were the savings and the better utilization of space in the stores, that other bakers serving the same area, soon adopted the same size packages for their similar products. This shows that there can be some standardization of packaging without loss of individuality by any baker.

One of the large bakery chains has shifted its packaging of fruit cake from a round package to a rectangular one. This new packaging of fruit cake won public favor from the start, and unquestionably made it possible for this bakery group to get more of this particular item on display in their retail outlets, to say nothing of the savings created in the bakery by a more economical use of space as a result of the different shaped package.

There are probably many other examples which could be cited but these point out definitely that where there is a will, a way can be found.

To add impetus to this clamor for improvement in bakery packaging, the Folding Paper Box Association of America recently announced the formation, from among its members, of a special Bakery Package Group which has for its purposes the standardization, within sensible limits of bakery packaging and the development of an intensive program for improving bakery packaging and packaging operations in the baking industry.

## Realistic Survey Needed

With all of this emphasis being placed on these several facets of bakery packaging, it seems quite evident that more and more bakers will be inclined to realistically survey their own packaging and first, eliminate many of the unnecessary size variations which have crept, somehow, in their bakeries, and then get in step with the larger program to promote a closer standardization of bakery packages generally.

There is nothing altruistic about this program—it will pay off directly in terms of lowered packaging costs, better packaging, and, to the wholesale bakers, a far better utilization of the space they have fought so hard to win in the retail food stores and which they will progressively lose if they do not do more than they have up to now to hold on to it.

—BREAD IS THE STAFF OF LIFE—

## VEGETABLE FATS FIRM ORGANIZED IN DELAWARE

WILMINGTON, DEL.—The formation of a new company, Fable Brand's, Inc., to sell vegetable fat specialty products has been announced by Eugene S. Wright, Wilmington, Del. Home offices have been established at 508 Beneficial Bldg., Wilmington.

National sales and distribution offices will be established by John T. Bode, vice president in charge of sales, at 15 Ballas Lane, St. Louis.

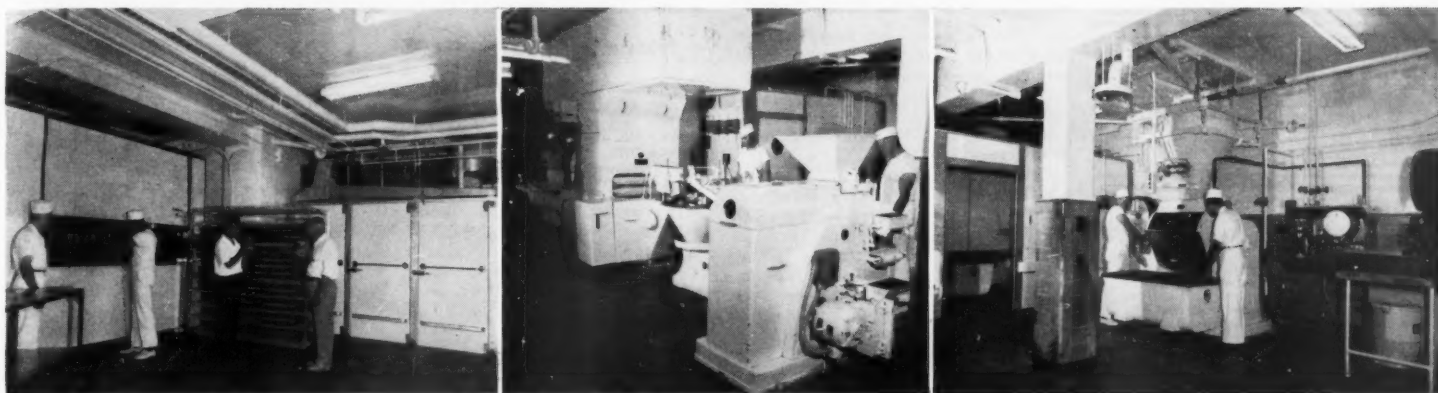
The new company will sell vegetable fat specialty products to franchised dealers, brokers and jobbers throughout the country under the trade name of Fable Brand.

—BREAD IS THE STAFF OF LIFE—

## DOBECKMUN PROMOTION

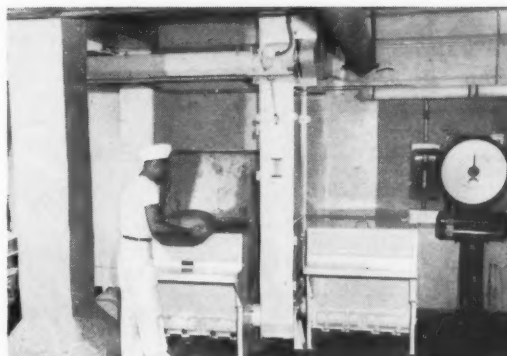
CLEVELAND—The Dobeckmun Co. announces the appointment of Warren B. Dierking as assistant sales manager of the packaging division with the special function of coordinating packaging machinery information.





## New Florida State University Bakery

**MODERN INSTALLATIONS**—Part of the complete modern baking installation at the Florida State University (above, left) is a three rack proofing system and a heavy duty revolving tray oven used for baking all of the breads and variety baked goods used in the university's dining hall, restaurants and cafeterias. Students in baking science and management receive necessary instruction in practical baking procedures. Standing in front of the pan rack are Dr. L. G. Bayfield, professor, and Dr. L. A. Rumsey, director, of the school's baking science and management course. Shown (center, above), right to left, is the bread make-up equipment consisting of: two pocket dough divider, rounder, overhead intermediate proofer, and cross-grain loaf moulder. Left to right, are student Paul Grimmig, Tallahassee, Fla.; Charles Stone, bakery superintendent; William Hutson, baker and student, Charles Clark, St. Cloud, Minn., at the machines. This upper right view shows: ingredients scales, automatic water metering device with volume and temperature controls, automatic flour weighing hopper, water jacketed dough mixer, dough floor scales and at left the fermentation room with accurate temperature and humidity control. Here is produced all the breads consumed in the student cafeterias and restaurants. Junior student Charles Clark and Charles Stone are operating the mixer. Student Paul Grimmig starts the baking process (right) where flour is dumped into the receiving bins for conveying to the gyratory sifters. After sifting the flour is blown 70 feet through metal piping by pneumatic system to the flour weighing hoppers in the bakery.



## CONVENTION CALENDAR

1954

Jan. 23-25 — Pennsylvania Bakers Assn., Abraham Lincoln Hotel, Reading, Pa.; sec., Theo. Staab, 5700 N. Broad St., Philadelphia, Pa.

Jan. 31-Feb. 2 — Ohio Bakers Assn.; Carter Hotel, Cleveland; sec., Roy Ferguson, Seneca Hotel, Columbus, Ohio.

Jan. 31-Feb. 2 — Potomac States Bakers Assn., Lord Baltimore Hotel, Baltimore; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

Feb. 2-4 — Tri-State Bakers Assn., Jung Hotel, New Orleans; sec., Sidney Baudler, 204 Board of Trade Bldg., New Orleans, La.

Feb. 6-7 — Bakers Association of the Carolinas, annual golf outing, Carolina Hotel, Pinehurst, N.C.; sec., Louise Skillman, 2608 Portland Ave., Charlotte, N.C.

March 1-4 — American Society of Bakery Engineers, Edgewater Beach Hotel, Chicago; sec., Victor E. Marx, Room 1354, 121 W. Wacker Drive, Chicago 1, Ill.

March 14-17 — Associated Retail Bakers of America, Netherland Plaza Hotel, Cincinnati, Ohio; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago.

March 20-22 — Southwest Bakers Assn., Hilton Hotel, Albuquerque, N.M.; sec., J. R. L. Kilgore, P.O. Box 127, Albuquerque, N.M.

April 6 — Pennsylvania Division No. 4, Allied Trades of the Baking Industry, fifth annual assembly, Abraham Lincoln Hotel, Reading, Pa.; sec., J. K. Hooker, Pillsbury Mills, Inc., 622 N. 25th St., Reading, Pa.

April 6-7 — Allied Trades of the Baking Industry of Southern California, Sixth annual Bakers Forum, Ambassador Hotel, Los Angeles; sec., Jack McCarthy, Sugar Products Co., Los Angeles.

Apr. 21-24 — Southern Bakers Assn.; Vinoy Park Hotel, St. Petersburg, Fla.; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3, Ga.

April 25-27 — Arkansas-Oklahoma bakers convention, Crescent Hotel, Eureka Springs, Ark.; sec., Charles Meyer, Jr., 501 Union Life Bldg., Little Rock, Ark.

Apr. 26-28 — Pacific Northwest Bakers Conference; Multnomah Hotel, Portland, Ore.; sec., Roger Williams, 1138 Jefferson St., Salem, Ore.

May 2-4 — Texas Bakers Assn.; Texas Hotel, Ft. Worth, Texas; sec., Mrs. G. Goodman, 1134 Liberty Bank Bldg., Dallas 1, Texas.

May 3-4 — Associated Bakers of Minnesota, Lowry Hotel, St. Paul; sec., J. M. Long, 623 14th Ave. S. E., Minneapolis.

May 10-12 — Iowa Bakers Assn.; Savory Hotel, Des Moines; sec., Norman X. Swenson, 113 South Court St., Ottumwa, Iowa.

May 23-25 — New York State Association of Manufacturing Retail Bakers, Hotel Roosevelt, New York City; sec., Peter J. Braida, American Bakers Publishing Co., Produce Exchange, New York 4, N.Y.

May 23-27 — American Association of Cereal Chemists, Hotel Cosmopolitan, Denver, Colo.; sec., C. L. Brooke, Merck & Co., Inc., Rahway, N.J.

June 12-15 — New England Bakers Assn.; Poland Spring House, Poland Spring, Maine; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

June 13-14 — Rocky Mountain Bakers Assn.; Albany Hotel, Denver; sec., Fred Linsenmaler, Box 871, Denver 1, Colorado.

June 19-21 — Bakers Association of the Carolinas, Ocean Forest Hotel, Myrtle Beach, S.C.; sec., Mrs. Louise Skillman, 2608 Portland Ave., Charlotte 7, N.C.

June 21-23 — Potomac States Bakers Assn. and Bakers Club of Baltimore, The Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

July 25-27 — West Virginia Bakers Assn., Greenbriar Hotel, White Sulphur Springs, Va.; sec., Edward Johnson, 611 Pennsylvania Ave., Charleston, W. Va.

Sept. 12-15 — Lake Michigan States Bakers Fall Conference and Recreation Party; French Lick Springs Hotel, French Lick, Ind.; sec's., Indiana Bakers Assn., Charles P. Ehlers, 2236 E. Michigan St., Indianapolis; Illinois Bakers Assn., Marion B. McClelland, 221 W. Prairie Ave., Decatur, Ill.; Wisconsin Bakers Assn., Fred H. Laufenburg, 161 W. Wisconsin Ave., Milwaukee.

Sept. 26-28 — Southern Bakers Assn. Production Conference, Hotel Baltimore, Atlanta; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3, Ga.

1955

Jan. 30-Feb. 1 — Potomac States Bakers Assn., Lord Baltimore Hotel, Baltimore, Md.; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

June 20-22 — Potomac States Bakers Assn. summer convention, the Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

Oct. 1-6 — Baking Industry Exposition (American Bakers Assn., Bakery Equipment Manufacturers Assn.), Atlantic City, N. J.; sec., Harold Fiedler, American Bakers Assn., 20 N. Wacker Drive, Chicago 6, Ill.

## POLLOCK PAPER EXPANDS BAKERY PACKAGING UNIT

DALLAS, TEXAS—The appointment of Jack H. Conrad as sales promotion manager for the Pollock Paper Corp. bakery packaging division has been announced by Leslie L. Jacobs, executive vice president. The announcement was made in connection with a general expansion and reorganization of the division's sales offices in New York City. Also appointed recently were W. A. Rike as director of package design and Ted Jensen as director of bakery packaging service. All three appointees will make their headquarters in the newly enlarged offices at 475 Fifth Ave., New York City.

Mr. Conrad, who has been sales manager of Pollock's end label division, has many years' experience in the packaging field.

A veteran of 35 years in the designing and printing of food packages, Mr. Rike will serve as a creative design consultant to bakers in his new position and has established a package design staff to assist him.

Mr. Jensen brings to his new assignment more than 25 years' experience in the designing and development of packaging machinery for the baking industry and other segments of the food industry.



Jack H. Conrad



## WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

### HELP WANTED

**MANUFACTURER'S REPRESENTATIVE** to sell our complete line of automatic defrost bakery freezers. Elliott-Williams Co., Indianapolis, Ind.

### MACHINERY WANTED

**WANTED — BANKRUPT BAKERY MACHINERY.** Jos. R. Johnson, 1003 Spring St. N.W., Atlanta, Ga.

**WANTED TO BUY — RICHARDSON** scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, Box 574, Jefferson City, Mo.

### BAKERIES PUT EMPHASIS ON PRODUCTION TRAINING

**OKMULGEE, OKLA.** — Baking companies throughout the U.S. are becoming more and more aware of the importance of placing technically trained bakers in the key jobs in their production departments — such as foremen, superintendents, and production managers, according to J. C. Summers, school manager.

Two baking companies, one in Kansas and the other in Arkansas, have already sent promising employees to the Oklahoma School of Baking, Okmulgee, Oklahoma, for technical training. Now one of the largest baking companies in the Southwest, operating many plants in this territory, has decided to send some of their promising men to the school for training. They will take the complete three semester course. One or more men from this company will be enrolled in the January class.

The school recently issued a new folder entitled, "Baking — Career Field for Young Men and Women." The folder outlines the school's physical facilities and its course of instruction. Included are 11 pictures of class procedure and one of the Oklahoma Bakers Assn. advisory board, sponsor of the school.

### ARNOLD BOETTCHER HEADS MILWAUKEE ALLIED GROUP

**MILWAUKEE**—Arnold Boettcher, Milwaukee manager, National Yeast Corp., has been reelected president of the Wisconsin flour & Bakers Allied Trades Assn. for his second term.

Other officers elected at the annual meeting in November and who will be installed at the December Christmas party, are: Ray Pinczkowski, Hein Flour & Supply Co., vice president; Ervin Janik, Red Star Yeast & Products Co., secretary-treasurer. Carl F. Meyer, news correspondent for the American Baker, and editor of the Master Baker, official publication of the Milwaukee Retail Bakers Assn., who has served as secretary-treasurer since 1945, declined renomination for his ninth consecutive term.

Members of the executive committee elected were: Norman Graham, King Midas Flour Mills, named to fill the unexpired one-year term of Mr. Janik; H. W. Cox, Bear-Stewart Co., Milwaukee, and A. C. Hayden, Standard Brands, Inc., Milwaukee, for two-year terms.

Cooperation in the Associated Retail Bakers of America's drive for membership was pledged by the allied trades following a presentation of membership drive facts by Einar Damholt, Lincoln Bakery, Racine, Wisconsin drive chairman; John Bohren, Bohren's Home Bakery, president of the Milwaukee Retail Bakers Assn., and Joseph Vann, Vann's Pastry Shops, Milwaukee, long active and a director of ARBA. Each allied tradesman found a nickel at his dinner plate, representing the cost per day to hold membership in the ARBA.

The December meeting will be held at the Boulevard Inn with wives of members as guests. A cocktail hour will precede the 8 p.m. dinner. Mr. Pinczkowski and M. E. Lee, Procter & Gamble Co., are co-chairmen of this event.

—BREAD IS THE STAFF OF LIFE—

### BROKAY SALES MANAGER

**PHILADELPHIA**—Sol Loeb, prominent in the selling field for many years, has been named general sales manager for Brokay Products, Philadelphia, according to an announcement by Bert Kane, president. Mr. Loeb is now developing an extensive program, using demonstration services and the laboratories, that will supply bakers with needed technical advice, recipes and formulas.

—BREAD IS THE STAFF OF LIFE—

### NEW YORK PRODUCTION MEN END FREEZER SERIES

**NEW YORK**—The November session of the Metropolitan Bakery Production Club, Inc., stressed frozen bakery products. The practical applications of the freezing process were covered to follow the theory of freezing, available commercial equipment and packaging for the process which had been presented at the two preceding meetings.

Fred Weberpals, manager of the bakery division of the H. C. Bohack Co., reported on extensive experiments with bread conducted under carefully supervised conditions in one of the company's freezers which showed that bread, after being kept frozen for three weeks, when thawed at room temperature and sampled tasted like freshly baked bread.

Arthur Hackett, Drake Bakeries, Inc., told of tests on packaged cake which showed that most of them after freezing seemed to have improved flavor and in many cases, better shelf life.

Herman Tyor, Wheatality Bakery, said that their records of cost on freezer operations indicated that depreciation, based on a 15-year period, plus yearly maintenance and operation costs were 30¢ cwt. for the freezer which is held at plus 10°. To this must be added labor cost of putting merchandise into the freezer and removing it for thawing.

Speakers on the panel agreed that the use of freezers requires no change in formulas, methods or schedules. It permits leveling out the weekly production schedule and is probably the only answer to a five-day weekly shop which requires a six or seven day distribution, they agreed.

The next regular meeting will be held Jan. 4. The Christmas party is scheduled for Dec. 4 at the Beekman Tower Hotel.

## Successful Selling

(Continued from page 61)

other cost factors in the industry have done likewise. This is a fact which should be made known constantly to housewives so that they may be kept informed of exactly what is transpiring in the baking industry. This constitutes good public relations, a fact which should not be lost sight of at any time.

## Packaging

Packaging has become such an important part of commercial baking and other segments of industry that in many companies it is an entirely separate division of a firm, operating under a special group of top flight executives. Packaging has become a very vital part of profits.

In many instances, it is maintained, packages represent more of the cost of the items sold than the cost of the products themselves. Fortunately, this is not so in the baking industry, where packaging costs are maintained at a reasonably low level, while the packages themselves perform their purposes most efficiently.

In a general way, packaging affects merchandising, advertising and production phases of commercial baking. Management should be thoroughly familiar with it, since it represents such a large part of total expenses. The more information of its kind that management has at its finger tips, the better will be its operation.

—BREAD IS THE STAFF OF LIFE—

### DUNWOODY DEMONSTRATION

**MINNEAPOLIS** — Ed Harris, S. Gumpert Co., Inc., Jersey City, N.J., staged a demonstration and an exhibition of pastry varieties at the Dunwoody Baking School, Minneapolis, recently for students and bakers of the Twin Cities area.

## Dorothy Glenn

(Continued from page 61)

lated for afternoon callers, late evening snacks.

In such a campaign you have a million and one items to promote. You may wish to stimulate your party cake department, but along with it you may easily stimulate other departments. It may be that your breads and rolls are to be the featured items, but don't forget a dessert or two.

Is there any reason in the world why you can't create a party pack, too? Many other businesses are doing it. Do you have a Melba toast? If not, it might behoove you to start such a project. If you don't want that item, then how about Parkerhouse rolls or small loaves of fruit and of nut bread . . . all suitable for tiny sandwiches.

Your second party pack should include breads suitable for sandwiches and in addition an assortment of cookies, cup cakes or sweet rolls.

Perhaps a third party pack would consist of two or three coffee cake halves. You will have a great many ideas for an assortment of party packs to offer your customers. Don't hesitate to investigate the possibility of including salted nuts, special delicatessen items that may be meat or fish sandwich spreads. Such party packs are by order only.

Encourage the serving of "coffee and." Here again, you may want to



Florence Sponholtz

**ENGAGED**—Mrs. Lillian Sponholtz, Chicago, announces the engagement of her daughter, Florence, to Henry S. French. Miss Sponholtz is a baking specialist in the testing kitchen of the Wheat Flour Institute, Chicago. She is a graduate of Mundein College, Chicago, with a degree in home economics. Mr. French is assistant manager of the central states office of The American Baker, Chicago. The wedding has been set for Dec. 26.

feature an assortment of your items, or you may prefer to feature one item such as doughnuts, sweet rolls, special cookies.

### You'll Be Doing Her Planning

What will Mrs. Shopper think of all this? She'll be happy, pleased, gleeful . . . that is, if your goods are high quality. Mrs. Shopper dreads the problem of planning parties. She loves to have parties . . . that is, if she doesn't have to stand over a hot stove all day. You can do that for her! You can do the planning, the preparation and she'll love you to death for it. Thus, your volume will go up.

There are a couple of things we must remember about Mrs. Homemaker. First, she plans three meals a day, day in and day out, 365 days a year. She does run out of ideas. Second, if she's going to have a party that involves guests, she must clean the house from stem to stern. All that work, and food preparation, too, discourages her from even having the old standby "coffee and" parties.

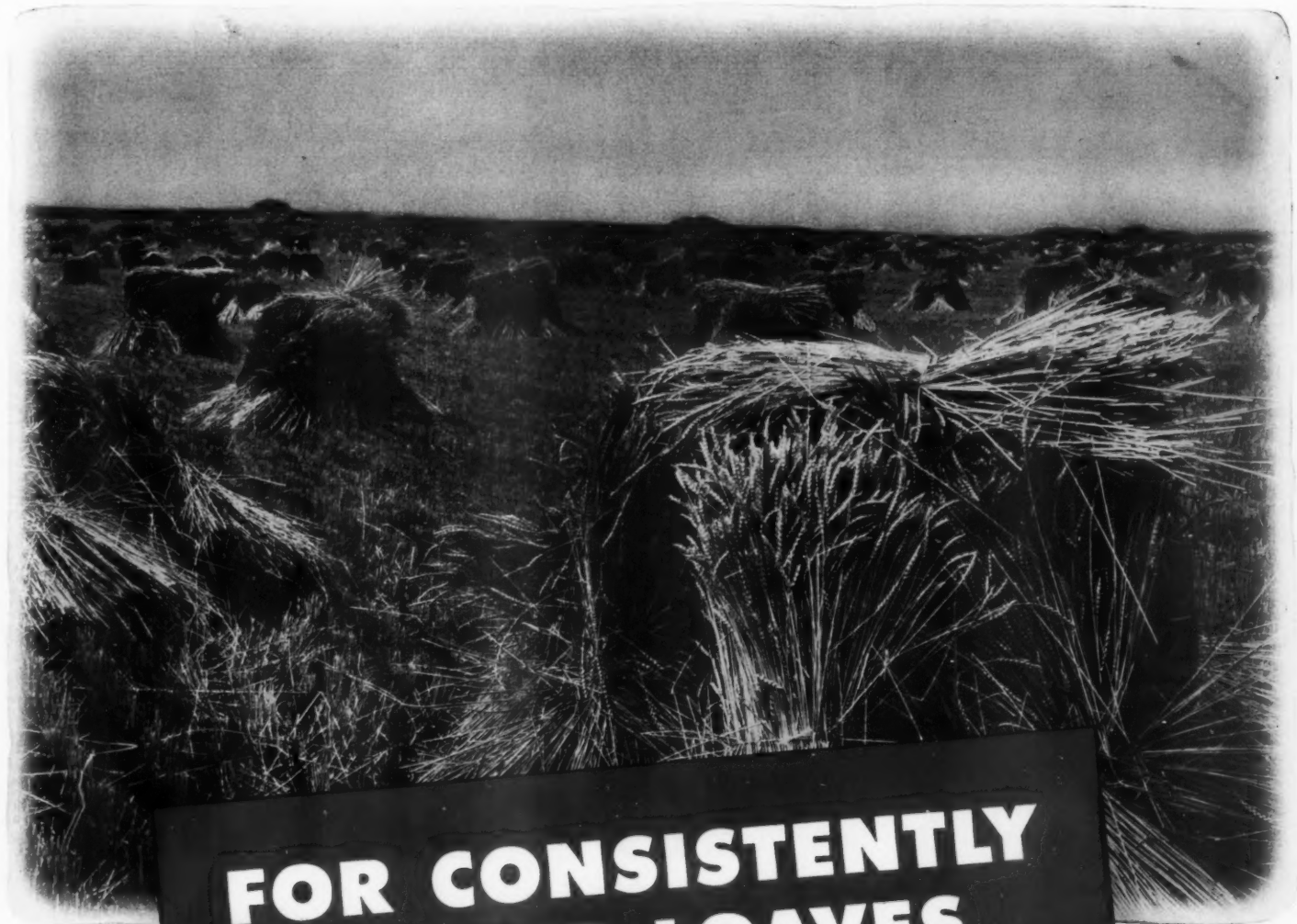
Winter appetites are bigger than ever with children. They're in school, they're more active. We've talked to many a homemaker that complains of the "bottomless pit" of children. They need energy foods . . . baked goods! They need between-meal snacks . . . baked goods. They need the food value of baked goods!

Mother is frequently confronted with "Mom, can I have a sandwich?" . . . this at 5 p.m. Too often, Mother is not prepared with an adequate supply and refuses. But when she does serve that sandwich at 5 p.m., the youngster still consumes a complete dinner at 6 p.m.

So, warn Mrs. Homemaker to be prepared. Be sure that she has an adequate supply of snack foods for those growing children. She'll love you for that reminder.

We could go on indefinitely with thoughts about Winter Appetites. You too can offer many suggestions. But, let's be aggressive . . . let's be positive . . . let's get that business!

**MILLED FROM**  
*High Protein Spring Wheat*



**FOR CONSISTENTLY  
BETTER LOAVES**

**Aged  
and  
Aerated**



**KING MIDAS FLOUR**



# If it's Economy You Want...



and  
**PERFECT  
RYE BREAD  
TOO...**

use  
**EAGLE  
RY-BATCH**



Your Choice of

**LIGHT  
MEDIUM  
DARK  
PUMPERNICKEL  
RY-BATCH**

● Full volume, flavorful rye bread everytime—at a lower cost! You can depend on it with any Eagle RY-BATCH. Harvest-fresh rye flours and choice spring first clears skillfully blended in just the right proportions save you time and money—produce top-quality rye bread day in and day out. Try an Eagle RY-BATCH in your bakery for just 30 days. Keep track of the time you save. The results will surprise you.

**EAGLE ROLLER MILL COMPANY**

Since 1856

New Ulm, Minnesota



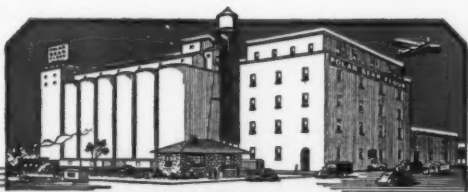


# POLAR BEAR

## FLOUR IS KING

We are a "conservative" milling company and most of our trade is with "conservative" bakers. POLAR BEAR flour likewise is "conservative," reliable, dependable, sure. We invite the favor of bakers who want no uncertainties about the flour they use.

Founded by  
Andrew J. Hunt  
1899



Ralph C. Sowden  
President

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*The* NEW ERA MILLING COMPANY  
ARKANSAS CITY, KANSAS

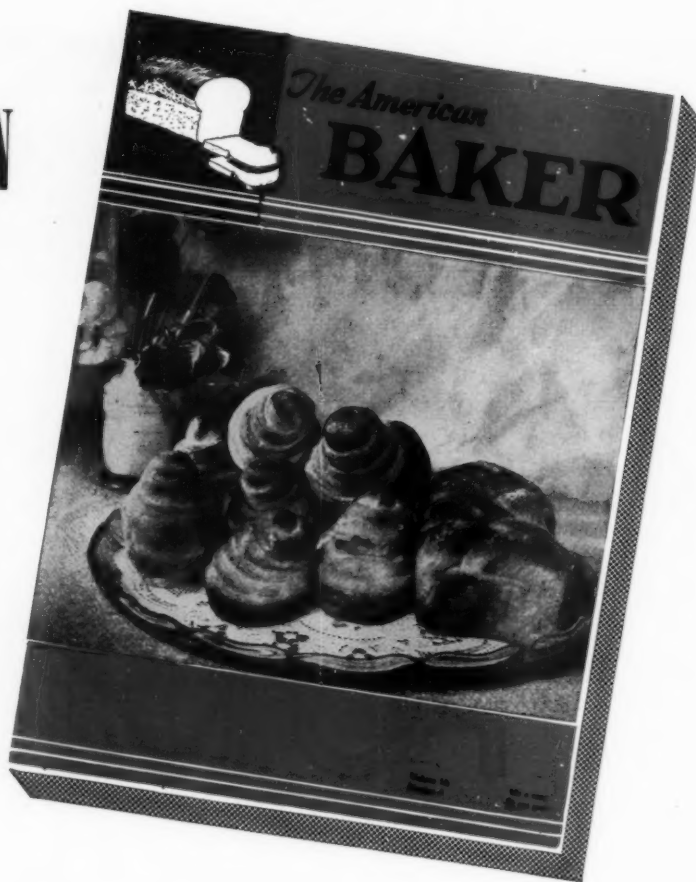
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# HELPS YOUR SALESMEN MAKE THEIR CALLS

THE AMERICAN BAKER, published monthly, blankets the top 20% of the baking industry which buys 80% of the equipment, ingredients and supplies. Its circulation provides monthly personal sales calls in the  $3\frac{3}{4}$  billion dollar baking industry, and furnishes contact with the people who directly or indirectly control the buying.

With its selective paid circulation THE AMERICAN BAKER concentrates on the large retail bakers and wholesalers, covering 80% of the baking industry buying power. It contains a wealth of special news columns and informative articles which arouse interest in your product or service.

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## These Features Insure Reader Interest:

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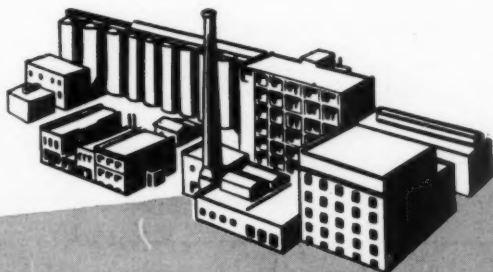
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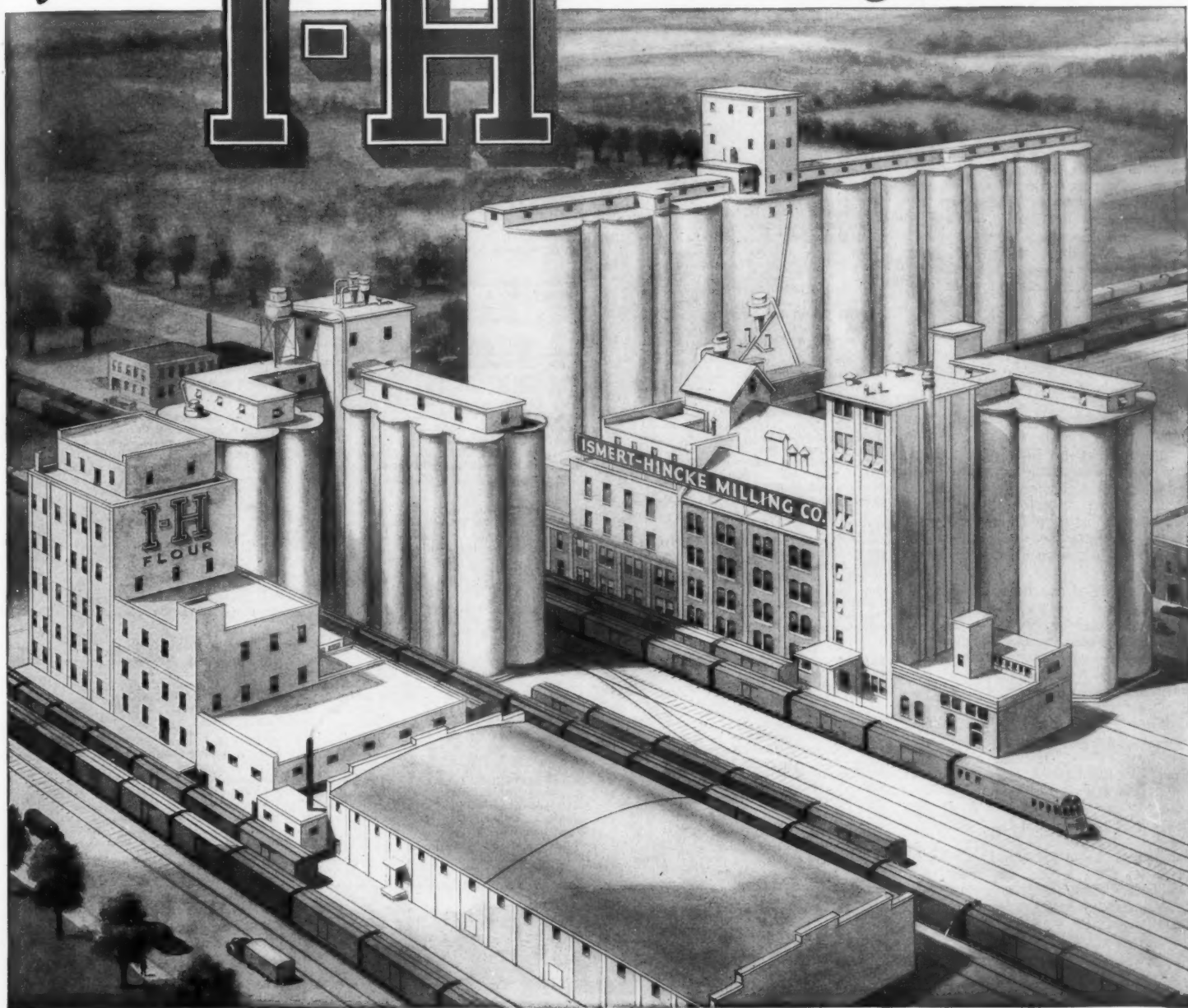
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## Dr. Norman Jolliffe Corrects Reducing Diet Inaccuracies

CHICAGO—Dr. Norman Jolliffe, director of the Bureau of Nutrition, New York City Health Department, writing in the October issue of Food Technology, gives little comfort to those who would like to think there is a quick and easy way to reduce.

"The essential component of every reducing regimen is a 'calorie deficit,'" states Dr. Jolliffe. You reduce, in other words, by going on a "sub-calorie" diet. The milestones on the reducing trail are fairly far apart. For example, as you proceed along on this sub-calorie diet and come to the point where you have achieved a deficit of 3,500 calories, you can mark up a loss of 1 lb. of adipose tissue. There are, of course, a few variables in this formula, but loss of weight by reduction in calorie intake can be predicted with remarkable accuracy. "Get-thin-quick" schemes depend on rapidly achieved calorie deficits; this is actually the hard way to reduce.

The medical profession has earned the right to scold the population regarding its tendency to overeat. Heart disease, hypertension, vascular diseases, arthritis, diabetes, and gall bladder diseases have been shown to be significantly associated with overweight.

Dr. Jolliffe reports that on the basis of the best data available we have not done too well in our day in reducing obesity. Considering the decrease in energy expenditure since 1900—a result of labor-saving devices and easier modes of transportation—we need 5% fewer calories in this day and age than did our hard-working parents and grandparents at the turn of the century. Moreover, the 1953 population, as opposed to the 1900 population is an "older" population, requiring 2½% fewer calories. But note this fact: per capita consumption of calories in 1900, 3,100; per capita consumption of calories in 1953, 3,100. Our older and less hard-working population appears to be working just as hard at the table—and with weighty returns—as did our forebears.

Dr. Jolliffe does not find it surprising that skipping meals, uncommon trick diets, or high protein diets do not prove to be an effective means of reducing. "The reducing diet should form the basis of dietary re-education so that proper eating habits will continue after the desired loss of weight has been attained," is the firm advice of this health authority. Learn food values. Count calories.

—BREAD IS THE STAFF OF LIFE—

### SNYDER'S BAKERY TO EXPAND

YAKIMA, WASH. — Horace H. Snyder, president of Snyder's Bakery, Inc., Yakima, Wash., has announced launching of a \$100,000 plant expansion and alteration program for his company's Yakima and Walla Walla bakeries. Snyder started in 1929 with one bakery route, and now has 40 trucks on 37 routes distributing bakery products from the Canadian border through Yakima Valley and Columbia Basin, down to Oregon.

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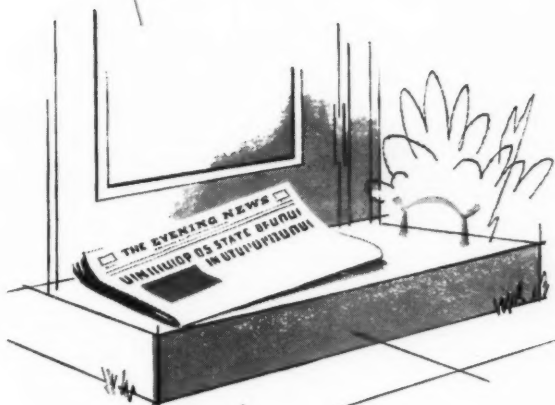
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